VOL. 6 NO. 4

MARCH, 1936

AUTOMATIC WORLD

IN THIS ISSUE:

SAN ANTONIO MEETING TO BE BIG SUCCESS

OUR MODERN PHONOGRAPH & REMINISCENCES

"I WANT TO BE A BIG OPERATOR SOME DAY"

WHAT THE ASSOCIATIONS ARE DOING

100 OTHER FEATURES

Entered as second-class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879.

THEY *Dance*

They Look. They Listen. AND THEY DANCE! Just as soon as that lifelike, stirring, professional music starts issuing from the instrument, up jump the couples to dance! The atmosphere of the location changes instantly. The air is full of spontaneous life, laughter, and thrills. Entertainment rules supreme. Customers are SOLD ON THE ESTABLISHMENT and on the good times they have there. The Mills Do Re Mi transforms every location from just an ordinary place into a mecca of pleasure for the public, profit for the proprietor! If you act promptly, you can easily monopolize the amusement business of your neighborhood!

25
10
5

MILLS CUSTOM BUILT PHONOGRAPH

Folks, meet the CHAMPION OF MUSICAL MONEY-MAKERS, the new Mills Do Re Mi Custom Built Phonograph. This modern cabinet of beautiful walnut and imported Avodire wood has dual speakers matched for tone, new amplifier with full-powered volume to serve any kind of a location. It plays the masterful dance music of Paul Whiteman, Fred Waring, Guy Lombardo, Ben Bernie—and THE BIGGEST NAMES IN MODERN DANCE MUSIC—with all their original zest, professionalism, and artistry.

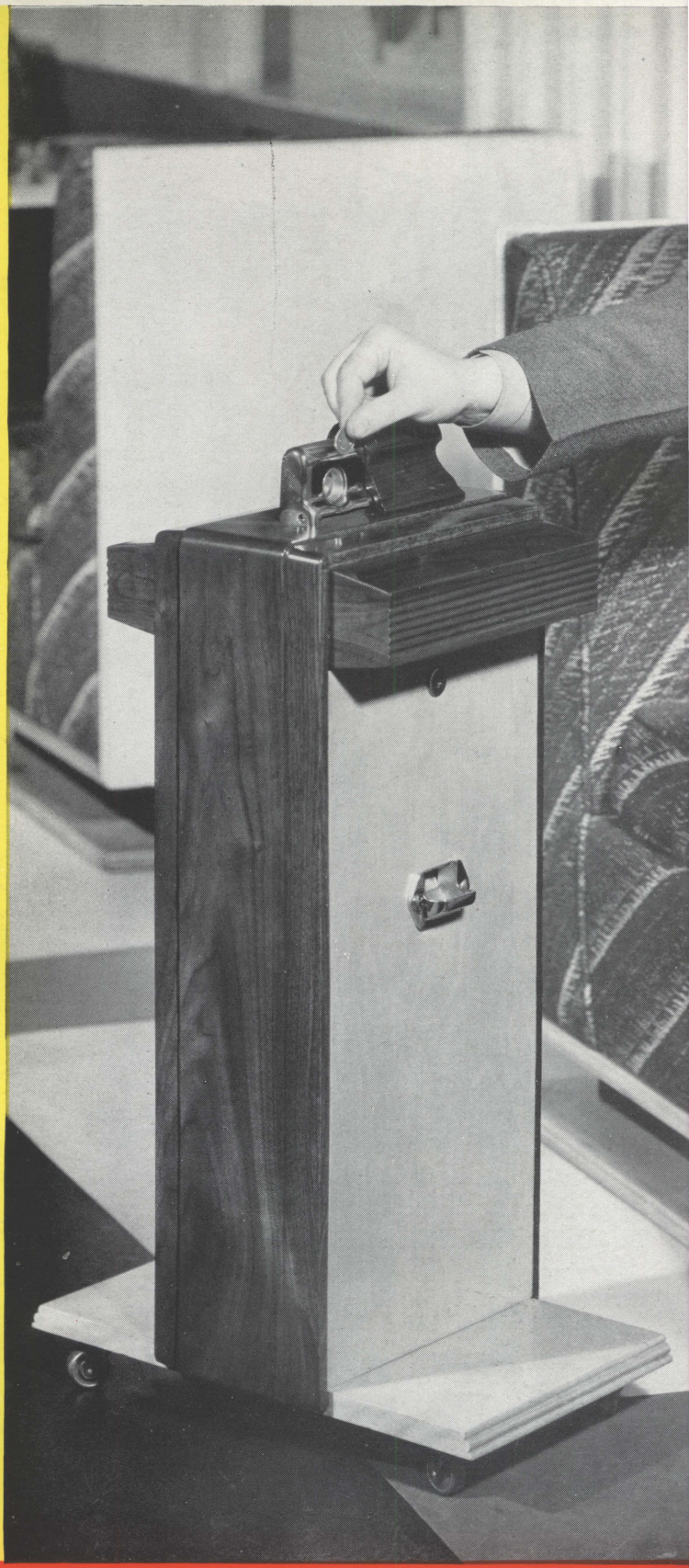
Listen! And hear not only the whole band, but every instrument in the band—six, twelve, twenty, or more pieces—and hear each individual musician do his stuff as if he were right here on the spot! The Do Re Mi isn't merely noteworthy for superior music, it has money-making appeal and money-making advantages. Its tilted multiple selector and program holder are fully lighted. Its free sampling device can be set to play a free tune at 15, 30, 45, or 60 minute intervals. It always tells what selection is being played! Its coin slot accepts nickels, dimes, or quarters, and is ABSOLUTELY SLUG PROOF—rejecting EVERY slug, accepting EVERY genuine coin! Anything less than this remarkable instrument is a *substitute* and so it commands its unchallenged position in the best locations in the land! It makes the greatest music! It makes the greatest money! It PROTECTS its revenue as the most practical amplified phonograph ever built. It should easily out-earn any two ordinary phonographs combined. Insist on Mills Genuine Do Re Mi—you are entitled to the BEST!

Radio

COIN BOX

Nickels sent through the air by radio! See that tricky, keen piece of furniture? That's a radio broadcasting station. Roll it around the location, near or far from the phonograph—it doesn't matter—then place a nickel in it. The phonograph plays instantly, its radio receiver picking up the impulse created by dropping the nickel. Light, portable, practical! Has no wire connections whatsoever with the phonograph, but plays it by remote coin control. Locations everywhere report it is increasing collections from 33⅓% to 50%. It's a show—it's a super-attraction!

Mills Radio Coin Box dispenses with the need for expensive and difficult wall box installations, allows the equipment to be handled cleanly and quickly under all conditions. Next to the Do Re Mi itself it's today's biggest money-maker in the musical field.

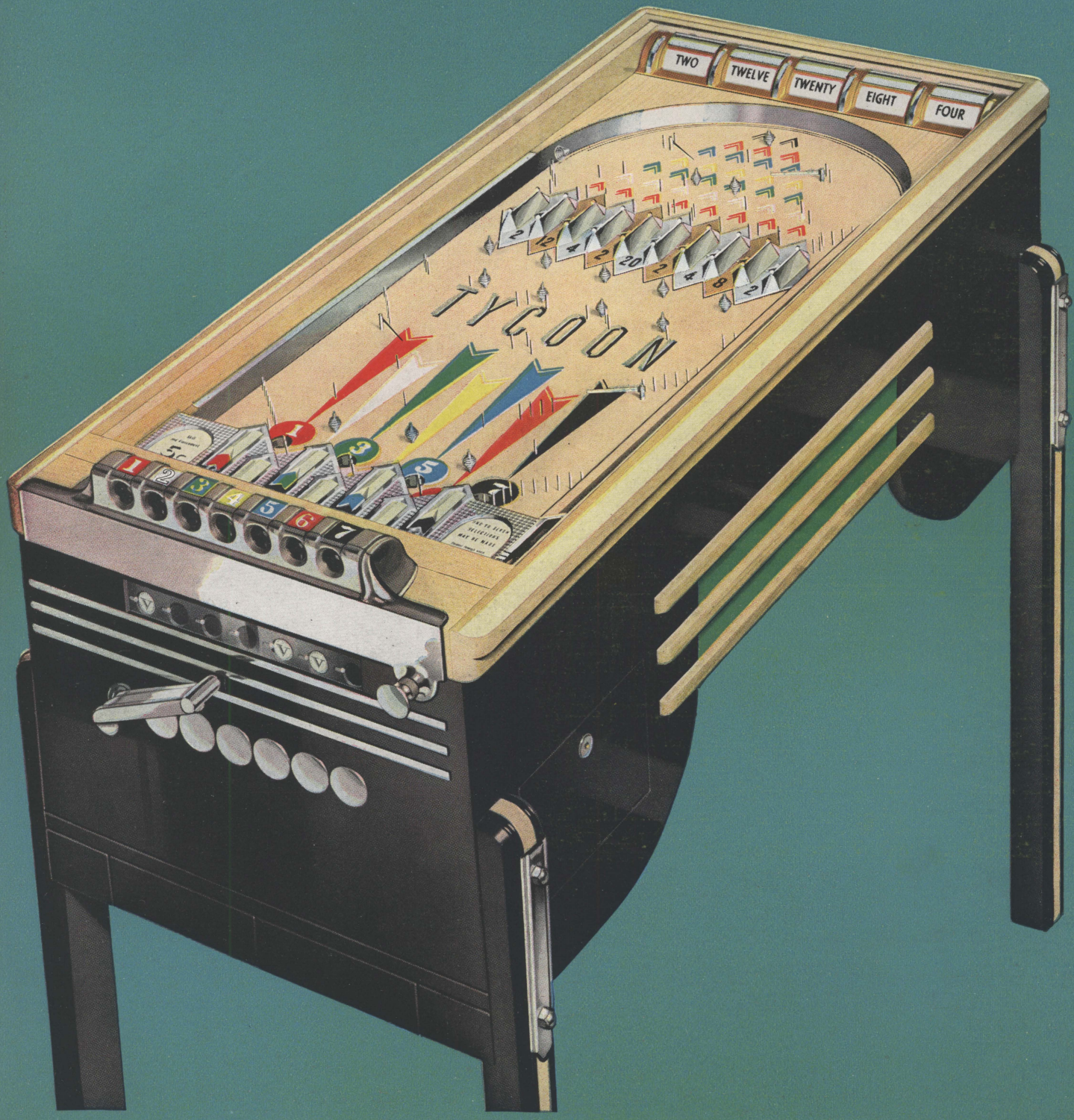


MILLS NOVELTY COMPANY

4100 FULLERTON AVE • CHICAGO, ILL.

TYCOON

DESCRIBED BY 1000 OPERATORS AS THE GREATEST COIN MACHINE EVER BUILT



Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

7

TABLES IN ONE!

Mills Tycoon, the Tycoon of all pin tables, is thundering its mighty way up and down the country, making all other tables look weak and lifeless by comparison. What is its mighty appeal? Simply this: *it's 7 tables in one.* It has the famous finger push coin chute that can drop seven nickels at one time, each coin representing the interest of a separate player. Tycoon has only 7 holes—*No Out Holes*—and every shot must have one of seven conclusions. By means of the coin slot the player decides which one of these holes he thinks will capture the elusive Tycoon ball. Tycoon not only has suspense, it is noted for its challenge to individual skill, for the player can definitely aim, by means of his single shot, at raising the amount of reward which will be his if the ball lands in the hole he selects. Tycoon is supreme in the *Busy Hours*—seven players can play it at once and one man is bound to win! Suspense, excitement, *Action* rules every Tycoon location and that's why this great table is now definitely acknowledged as

THE GREATEST COIN MACHINE EVER BUILT

From Men Who Know a Great Machine When They Operate It

"I received two Tycoon Pin Tables last Friday. I am pleased to advise that these tables are the greatest sensation and have received greatest volume of play of any machines we have ever had regardless of make." T. H. Sanders, Texas

"Tycoon working fine. It's a honey. Ship one more express." A. J. Comeaux, Louisiana

"I can use at least two dozen of the new Tycoon Tables for they will get more money." Pete Wright, Iowa

"Tycoon arrived January 21 and set in operation at 2 p.m. These collections are through a period of intense blizzards and extreme cold and consequent stagnation of business. By net collection, I mean undivided take-in after payouts are repaid.

Jan. 21 - -	$11.20
Jan. 22 & 23 -	8.50
Jan. 24 - -	6.00
Jan. 25 - -	23.90
Jan. 26 - -	13.10
Jan. 27 - -	7.40
Jan. 28 - -	6.70
Jan. 29 & 30 -	22.90
Jan. 31 - -	14.60
11 days - -	$114.30
Average - - -	$10.40 daily

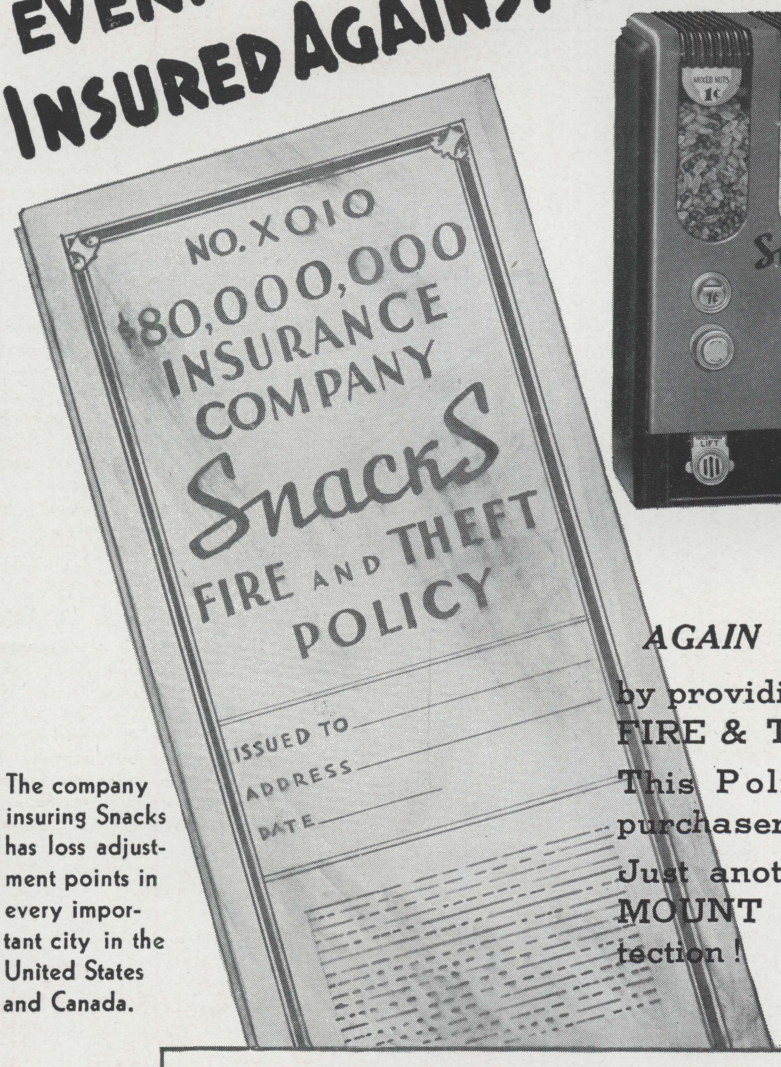
"The new Tycoon Table is doing $20.00 to $30.00 per day after all payouts. It hasn't had a miss or a squawk of any kind. Everything 100%. Ship me two more. I think I can use 8 or 10 very soon." T. J. Junker, New York

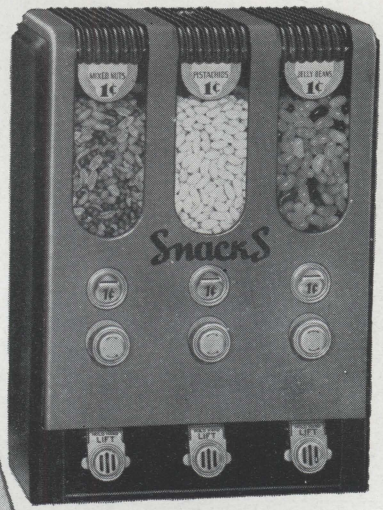
General reports of huge intakes running from $10 to $30 per day are not at all uncommon. Remember the Tycoon is 7 *Tables In One.* Multiply your take on a good table in a good location by 7 and you have a fair idea of what Tycoon will do for you *Every Day!*

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois

S-519

NOW EVERY Snacks MACHINE INSURED AGAINST FIRE AND THEFT!





A million dollar machine insured by a million dollar company.

AGAIN TRIMOUNT LEADS!

by providing you with complete FIRE & THEFT INSURANCE

This Policy issued to every purchaser of SNACKS.

Just another instance of TRIMOUNT cooperation and protection!

The company insuring Snacks has loss adjustment points in every important city in the United States and Canada.

TRIMOUNT COIN MACHINE COMPANY

1292 Washington Street, Boston, Mass.

ALL ABOARD!
See This Great New Game
at Your Distributors:
STELLE & HORTON
1513-15 Louisiana St.
HOUSTON, TEXAS
SANTONE COIN MACHINE CO.
1524 Main Avenue
SAN ANTONIO, TEXAS
FRANK-RICH DISTRIBUTING CO.
812 Burnett St.
FORT WORTH, TEXAS
OPERATORS AMUSEMENT CO.
2509 Ross Ave.
DALLAS, TEXAS
WALKER SALES COMPANY
R. F. D. No. 2—Box 298
FORT WORTH, TEXAS
Price $127.50
CUSTOM BUILT
"The Aristocrat Line"

STONER

CORPORATION

Aurora, Illinois

50" by 24"

Electropak
Equipped
(Battries optional)
Ticket Game
$135.00
Check Separator
$5.00 Extra
Mint Vender
$10.00 Extra

price talks

DAILY RACES

$125

why pay more?

THE LOWEST PRICE *MULTIPLE* COIN SLOT ONE BALL PAYOUT WITH CHANGING ODDS

The First Game with Mechanical Arrangements for Regulating Payouts —Adjustable for Tight or Liberal Rewards

Real horse-race atmosphere . . . real horse-race action! Play 'em "across the board" —3 times the opportunity for the player to win. And it's the operator's chance to collect not merely one nickel on each play, but as many as 8, 10, 15, 20 and upwards. Here's how DAILY RACES is played: Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. But, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel inserted an additional horse flashes on the rack and the odds change. After all eight horses are played, each additional nickel gives the player an opportunity to change the odds. Pays as high as 40 to 1.

DAILY RACES has one of the most beautiful dazzling playing fields ever seen. Ten brilliant colors really make it a game of spectacular beauty. Get in on this "sure-thing" . . . place DAILY RACES today!—The game that accomplishes more than products selling for as high as $500.00.

SUNSHINE DERBY

Going Stronger Than Ever

The lowest priced changing odds, one ball payout in its class. Sunshine Derby is the profit-sensation of the day. Get yours today!

$89.50

D. GOTTLIEB & CO.

2736-42 North Paulina Street **CHICAGO, ILLINOIS**

VOLUMES will be written on . . .

"Pamco Palooka"—

BRAND NEW ONE-SHOT SUPER DE LUXE PAYOUT TABLE

6 COIN CHUTES—AUTOMATIC CHANGING ODDS—BOWL-TYPE SCORING—EQUALS THE EARNINGS OF SIX BELL MACHINES—OR A HALF DOZEN AVERAGE PAY TABLES COMBINED!

History is again in the making for coin machine men in Texas—the Southwest—in fact all over the Nation. 'Twill be written in THOUSANDS of the BIGGEST MONEY figures ever scratched on operators' collection reports. And, believe us when we say: "This 6 coin chute "PAMCO PALOOKA" is GOOD for as MUCH as you'd get from a HALF-DOZEN machines of ANY other kind.
Priced low at..... $169.50

50" by 24"

"RED SAILS"

She's a beauty! Another perfect operator's machine—with AUTOMATIC CHANGING ODDS—and MORE ANIMATION than ever. Put a sample "RED SAILS" in any location. You'll order MANY more at..... $119

"Pamco Parlay"

Earning PLENTY of READY CASH for operators. PROVES AUTOMATIC CHANGING ODDS the BIGGEST PLAYING PRINCIPLE ever conceived.
Price..... $115

ELECTROPAK STANDARD EQUIPMENT AT NO EXTRA COST

•

CHECK SEPARATOR AND CHECKS EXTRA

U. S. PATENT 2029177

Products of PACIFIC AMUSEMENT MFG. CO., CHICAGO LOS ANGELES

★ EXCLUSIVE TEXAS DISTRIBUTOR ★

SOUTH COAST AMUSEMENT COMPANY

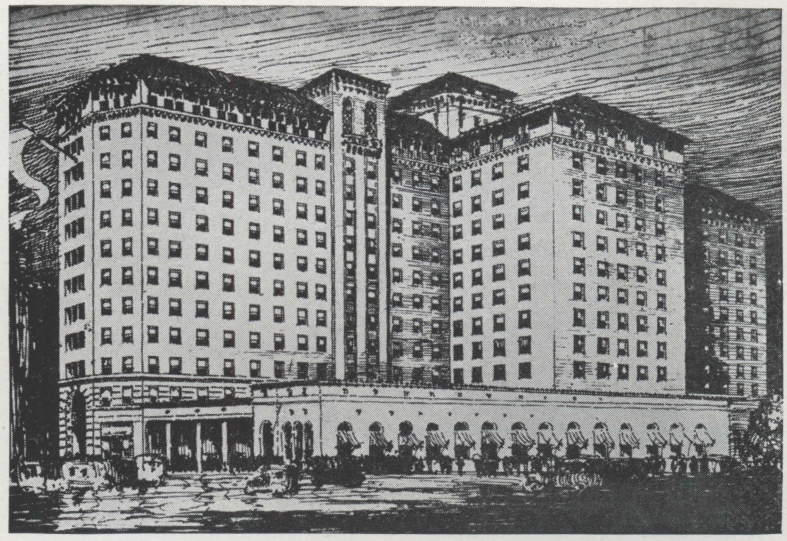
M. & M. Building HOUSTON, TEXAS

"PAMCO PALOOKA" IS PRONOUNCED PERFECT BY PACIFIC ENGINEERS

In lieu of heaviest orders ever received by Pacific Amusement Mfg. Co., on a machine of its class, "Pamco Palooka" is now in heavy production, and being shipped to coin machine men throughout America for immediate distributon to operators. Said to have been engineered over many months to a high degree of perfection, Pacific's engineers state they have rigidly held to the firm's policy of ironing out every minor operating detail as well, before releasing a single machine to the trade. "Palooka" one of the big attractions exhibited for the first time at Chicago's convention, incorporates bowl-type scoring tied in with automatic changing odds in visible form on its lite-up board. Six coin chutes permit a half-dozen players to participate, or one player can play 'em all. Being a one-shot proposition, it is reasonable to believe "Palooka's" six coin chutes take in plenty of revenues every time the one-shot ball circles the score-drome. Irwin Eisenberg and 'Bon' MacDougall, heavy men at Pacific behind "Palooka's" electro-mechanical and operating features, claim the machine presents a masterful product from every viewpoint. According to Fred McClellan, president of Pacific, Eisenberg has simplified "Palooka's" mechanism to such an extent, that instead of being forced to offer the machine at an extremely high price, it has been possible to tab "Palooka" at a low-enough figure to avail operators of average means an equal opportunity with big-time coin machine men. McClellan relates an unusually large number of inquiries and orders are coming in from bell machine operators as well as pay-table men. He attributes the marked interest of bell machine operators to the fact that "Palooka," with six coin chutes reloading every six seconds or so, is estimated to equal the earnings of a half-dozen bell machines, payout tables, or what-not combined.

WANTS 500 USED STONER PIN GAMES

D. Robbins & Co., Brooklyn, N. Y., are in receipt of a foreign order for 500 used Stoner games, such as Ball Fan, Five and Ten, Tackle, Top Hat and Zoom. Dave Robbins has been in touch with most of the New York City jobbers and he says it is practically impossible to obtain these games, as very few operators have traded them in, because they are still taking in big money. The jobbers who did have a few are asking high prices for them and operators are only too glad to buy them. The foreign customer who wants the Stoner games has already received a few and he writes that they are the most consistent money makers, as well as the best constructed games he has ever seen. D. Robbins & Co. would like to receive prices for such games from jobbers and distributors who have them for sale at reasonable prices. At the present time, D. Robbins & Co., exclusive Eastern distributors for Stoner, report that Stoner's latest game, Mad Cap, is selling very big in their territory. Dave says that many operators who usually order not more than one or two of any new game, have ordered as many as 25 Mad Caps. All this proves that the Stoner Corp. is certainly producing "winning" games.



The beautiful Plaza Hotel, San Antonio, where the Texas coin machine craft will gather on April 5th and 6th. Every room is an outside room and is located in the heart of the city near all points of interest. Jack White, manager of the Plaza, promises the coin machine boys and girls the best of service and attention during their stay at the hotel.

ARKANSAS MUSIC OPS HOLD GATHERING

Little Rock, Ark.—Sunday, March 8, the music operators of Arkansas gathered in an interesting meeting at this city. Previous to this gathering the music operators had already held two meetngs, one on February 9, when Fred Ragsdale of Camden, was elected president of the Arkansas Music Operators Association, and the other meeting was held on February 23.

At the March 8th meeting, A. E. Hughes, manager of the phonograph department of Electro Ball Comesting talk and explained to the Arkansas group the plan of organizing and operation that is now in force in New Orleans, San Antonio and Dallas. Mr. Hughes went into detail in outlining the plan which is proving a huge success. His speech was highly received.

Some sixteen music operators were present and they seemed to be very much enthused, and there was a wonderful feeling of good fellowship in evidence among those attending.

On Sunday, March 22, J. D. Dunaway had as his guests the Arkansas operators at his beautiful place, Cedar Park, Conway, Ark. At 1 o'clock they enjoyed a big fish fry and all had a wonderful time. Invitations were sent to all Arkansas operators and they were requested to bring their wives and sweethearts. It was a happy meeting of coin machine folks and J. D. certainly knows how to extend that good old Arkansas hospitality.

THE PENNY KING BALL GUM VENDOR
A REAL MONEY MAKER
Distributors for Texas, Oklahoma, New Mexico, Louisiana and Arkansas
FOLSOM & BROWN
2702-04 Ross Avenue
DALLAS, TEXAS
The Penny King System
C. RAY LASTER, Manager
12394 Roselawn Ave., Detroit, Mich.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

O. J. BRANCH - - - - - - Business Manager
AARON SMITH - - - - - Advertising Manager
TOM MURRAY - - - - - - - - - - Editor

Subscription Price:
One Year $1.00
THREE Years $2.00
Canada, One Year $1.75

Advertising Rates Furnished Upon Request

The National Magazine of the Coin Machine Industry

THE EVIL OF BUYING LOCATIONS

BUYING locations is certainly going to prove a more destructive boomerang to operators, and the industry in general, than location selling or slugs ever did or ever will. It is an evil that will absolutely undermine the entire foundation of our business and throw the entire industry upon the rocks of failure.

If one operator offers a merchant a certain figure for the rights to operate machines in his place for six months or a year, surely that merchant will readily get the idea that perhaps another operator will give more. So, the thing begins and it has no end. No one is to blame for this new destructive move but the operators themselves.

The merchant is a sap if he don't get the highest figure for his spot, if operators are saps enough to pay an extra large fee for a location in addition to the regular commission.

Boys, you've started something that will react against you worse than all the legislation that can ever be passed against you. Before it is too late, let's nip this practice in the bud—let's kill it in its tracks, as the saying goes. Before long, with taxes, lawyer fees and other added costs of operating equipment, operators are going to begin to realize that they are not making a thin dime out of their business.

Please think seriously fellows, on this question of buying locations.

———o———

THE SAN ANTONIO MEETING

THE big annual state meeting of the Texas Coin-operated Machine Operators Association, to be held at San Antonio April 5 and 6, should be attended by every operator and jobber in the Lone Star State. Nothing is better for our industry than an annual get-together like the coming meeting. It gives one a broader view of the industry from which he makes his living.

Fisher Brown, president of the Association, has already stated that the Association has a nice cash balance and that this meeting will not be one held for the purpose of asking for money. Of course, every member of the industry will be expected to pay their yearly dues and that will be all.

There will be entertainment at no cost to the visitors. The San Antonio Local Association are to be highly commended for their efforts that are being put forth and their willingness to stand the costs of the banquet and entertainment for all visiting coin machine folks. All they ask is that you make your reservations early.

So, now, let's all head toward the Alamo City for the 5th and 6th of April. Let's swell the walls of the beautiful Plaza Hotel as it was never swelled before.

We'll be seen' you, ops!

———o———

WHAT EVERY WOMAN SHOULD KNOW

A HUSBAND likes to throw newspapers and ashes on the floor . . . He likes to invite friends for dinner unexpectedly . . . He likes a lot of paint on other women but doesn't care for much on her . . . He prefers not to be told that he is getting fat or bald . . . He wants to drive the automobile himself . . . He hates to pay bills . . . He resents suggestions for personal improvement . . . He regards his speculative and gambling losses as his private affairs . . . He dislikes to be closely questioned about anything . . . He'll spend $15 at a club and then crab because a six-day-old ham bone was thrown into the garbage before he got around to it . . . He'll buy her an $800 fur coat and later raise a scene if she loses $1.20 at bridge . . . He thinks he'd be rich if he'd stayed single . . . He insists that he likes plain food but always compliments hostesses on special dishes that are served him . . . He doesn't care how much a refrigerator costs if it delivers ice cubes quickly and easily . . . He's sure he's living way beyond his income . . . When he gets a quiet evening at home he falls asleep in his chair . . . He's a prospect for any hussy that sets out to make a fool of him . . . Watch him.

———o———

STRANGE BUT TRUE

DURING the coming year, make a practice of noting how often sudden death comes to prominent men "athletically inclined" between fifty and sixty years old. The obituaries will state that these men were star football players in their college days, long-distance runners, champion swimmers, tennis players, golfers, horsemen, or great lovers of outdoor life.

A shocking number of these men who ardently seek robust health topple over when dressing for dinner after finishing eighteen successful holes of golf. Or they die in their office chairs the day after they return, feeling "fit as a fiddle," from a month's vacation in the northern woods.

It seems that it is possible for a man to kill himself by making a strenuous effort to keep healthy. He overtrains.

Moderation is the golden rule of health. More stomachs are ruined by gluttony than by liquor. Cooks have brought more men to untimely ends than have distillers.

———o———

In Berlin there are several men who make their living with their noses. They go about the gas mains and sniff out gas leaks.

———o———

In Switzerland there is a unique character—a fellow who can grasp a light bulb in his left hand and the bulb lights up.

ALL ABOARD!!!
For San Antonio

Big Annual Meeting of Texas Coin Operated Vending Machine Association, Inc., to be Held at Plaza Hotel, San Antonio, April 5-6

The largest gathering of Texas coin machine men and women ever held in the state is expected to take place at San Antonio on April 5 and 6. It is the annual meeting of the Texas Association. The meetings will be held at the Plaza Hotel, and an interesting program has been arranged. Members of the industry are expected from every section of the state as well as many visitors from Oklahoma, Kansas, Louisiana and other nearby places. A number of manufacturers are going to be on hand and it looks like the meeting will be the outstanding coin machine event of the year.

THE PROGRAM

Sunday, April 5, 10 a.m.—Plaza Hotel, meetings of special committees.

Sunday, April 5, 1 p.m.—Plaza Hotel. General assembly of all members of the Texas Association in the Ball Room. Admission by 1936 membership card only. At this meeting there will be a report of the officers and an address and election of officers, and general business discussion.

Sunday, April 5, 6:30 p.m. Banquet and entertainment to be provided by San Antonio local association, reservations to be made in advance. If you plan to attend this banquet, send your reservation to Fisher Brown, 2702 Ross Avenue, Dallas, Texas, and he will take care of it. The San Antonio local association proposes to defray the expenses of the banquet, make necessary reservations for guests, and have full charge of all arrangements.

Monday, April 6, 10 a.m. First meeting of jobbers and distributors of the state. This will be an unusual and very interesting meeting. Every jobber and distributor will be present at this meeting. Many vital problems will be discussed. Be there.

Any changes or alterations to this program will be posted on bulletin board in lobby of Hotel Plaza.

Every coin machine person is requested to attend this big gathering. It is an opportunity to mix a little pleasure with business. Let's go!

Buckley Manufacturing Sales Co. of Fort Worth, have left the Medical Arts Building and are now located at 813 Cherry.

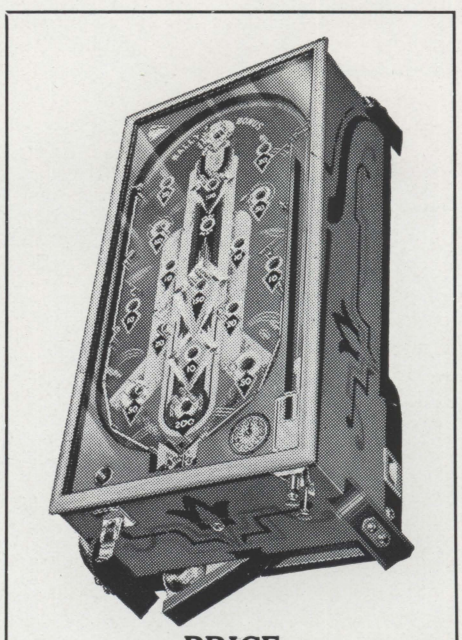
Buddy Troutt, well liked young Fort Worth, Texas, operator, has moved his operating headquarters from 700 Granger to 2825 Wilkinson.

N. Anderson, live-wire Texas operator, formerly of San Antonio, is now located in Houston.

L. L. Freenwood, well known op and formerly of Longview, Texas, is now operating out of Texarkana.

BALLY PEERLESS

THE OUTSTANDING BIG, ONE SHOT GAME OF AMERICA. MAKING MORE MONEY EVERY DAY.



PEERLESS Giant (50 in. by 26 in.) 1 - SHOT PAY-OUT or Ticket Game

DOUBLE PAYOUT. $7.00 GOLD AWARD. Up to 4 FREE PLAYS and 4 SEPARATE PAYOUTS on Electric Ballyhole. ODDS-BOOSTER LIGHTS make ALL POCKETS PAY $1.50, $1.00 OR 50 CENTS when lit. This irresistible combination of features insures record-smashing profits!

SIXTEEN $1.50 POCKETS
$7.00 GOLD AWARD on FREE PLAYS

We can make immediate deliveries on Peerless and other Bally Games. Don't forget that Bally Derby is still making plenty of money on location also.

WRITE — WIRE — PHONE

PRICE

Payout - - - - $115.00
Ticket - - - - $125.00

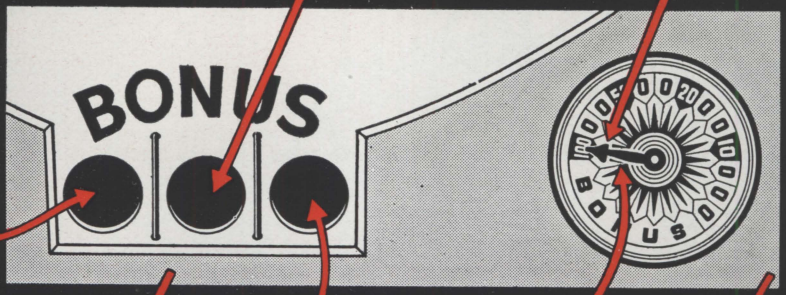
F. O. B. CHICAGO
Check Separator $5.00 Extra

EARL E. REYNOLDS

Jefferson Hotel **DALLAS, TEXAS**

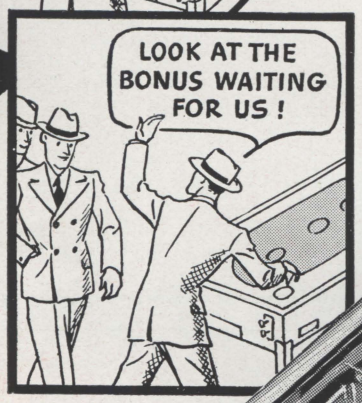
Ball in center pocket pays—

AMOUN
SHOW
ON DIA



Ball placed here

or here operates clock-hand



NO WONDER THEY GO WILD OVER

BALLY BONUS

1-SHOT PAYOUT or TICKET GAME

You WIN even when you LOSE! Because your "out-balls" give you a crack at that juicy 10, 20, 50 or 100 BONUS PAYOUT! The clock-hand moves ahead every time the ball goes in right or left BONUS out-hole—and a ball shot into Center BONUS hole pays award shown on dial.

Clock-hand does not re-set till a payout is made—but remains a constant "come-in" for players who "go for" the other fellow's "left-over" bonus! Also powerful REPEAT PLAY magnet—as nobody likes to quit with a nice fat BONUS ready to pop!

PAYOUT.....$115

TICKET.....$125

CHECK SEPARATOR
$5.00 EXTRA
F.O.B. CHICAGO

"JUMBO" SIZE
44 in. by 22 in.

ELECTRIC BALLY-HOLE

4 Free Plays and 4 Separate Payouts Possible on 1 Ball

DOUBLE PAYOUT

GOLD AWARD—$7.00 TOP

$1.00, $1.50 AND $2.00
WINNERS ON BOARD

How can you miss with a flock of features like that? Get your share of the big bonus collections by installing BALLY BONUS today! ORDER FROM YOUR JOBBER!

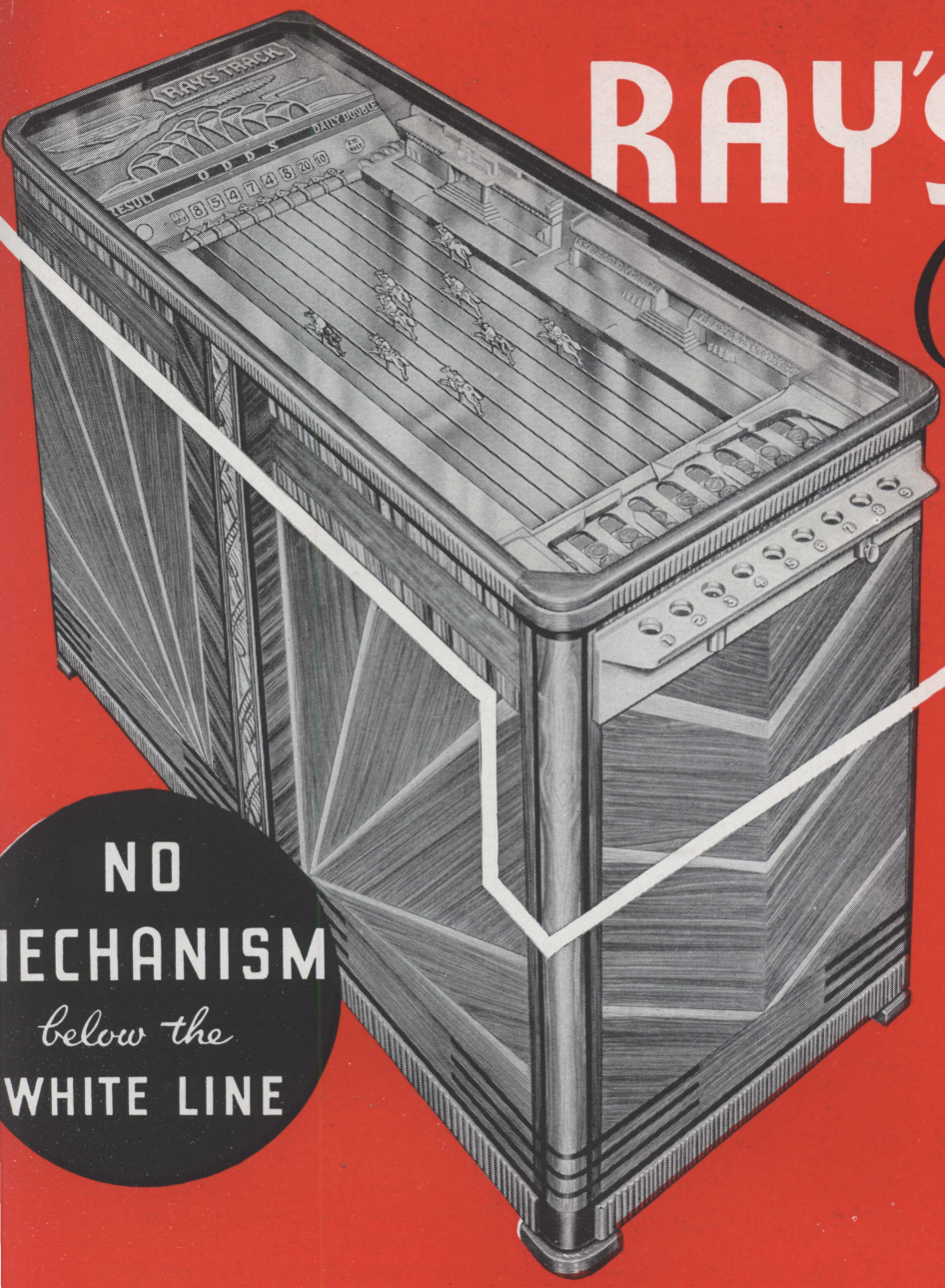
BALLY MFG. CO.

2640 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, EASTERN DISTRIBUTOR
453 W. 47th Street, New York, N. Y.

RAY'S TRACK

BY Bally



NO MECHANISM below the WHITE LINE

No mechanism below the white line! That explains the nation-wide rush of operators to equip their present race-track spots with RAY'S TRACK! Because they know RAY'S TRACK has everything—beauty—player appeal — increased earning power—plus a simple, compact mechanism that does not require specially schooled service men or expensive every week-or-so replacement of parts! RAY'S TRACK, in short, makes race-track operation pleasant as well as profitable!

the ONLY race game with the

DAILY DOUBLE

SURPRISE AWARD FEATURE

In addition to 30 per cent greater earning power—100 per cent simplified and trouble-proofed mechanism—RAY'S TRACK features the strongest REPEAT PLAY stimulator in amusement machine history—the sensational DAILY DOUBLE, whereby the regular odds (20 to 1 top) are boosted to a big juicy 50 to 1. This feature alone will pour hundreds of extra dollars each week into every RAY'S TRACK cash-box on your route! And this revolutionary feature is one of the reasons why we urge you to ACT AT ONCE to tie up the choice race-track spots with RAY'S TRACK!

Write or Wire for Prices and Territory

NICKEL . . . OR QUARTER PLAY

AUTOMATIC PAYOUT OR TICKET VENDER CHECK SEPARATOR

IF DESIRED—PLAY MONEY—PAY CHECKS

ALL MODELS OPERATE ON BOTH A.C. AND D.C.

Licensed by Ace Pat. Corp.
(Pat. No. 2,010,966)

YOU CAN BANK ON A BALLY GAME

BALLY MANUFACTURING CO.

2640 BELMONT AVENUE CHICAGO, ILL.

JOHN A. FITZGIBBONS, EASTERN DISTRIBUTOR
453 West 47th Street, New York, N. Y.

Gottlieb's Daily Races Has New Features

Chicago, Ill.—With the introduction of their latest game, Daily Races, D. Gottlieb & Co. are following through with their pledge to produce better games at lower prices. Daily Races is now the lowest priced one ball payout with a multiple coin slot and changing odds on the market.

Daily Races also gives the player a real break. He has three chances to win with his horse. The horse can either win, place or show. The playing action of Daily Races is very simple but carries a lot of appeal for the player and profit for the operator. As the first nickel is inserted into the multiple coin slot, the light-up rack flashes a horse and shows odds for win, place and show. If, however, the player is not satisfied with the odds, he inserts another nickel and takes a chance at increasing the odds. With each nickel inserted an additional horse flashes on and the odds change. As many as all eight horses can be played. After eight horses are being played, and the odds are still unsatisfactory, each additional nickel inserted gives the player an opportunity to increase the odds.

With the horse and odds to his liking, the player then starts play. The ball comes onto the field and starts the race. The upper part of the field consists of holes marked "Show" for the eight horses. If the ball misses these holes it comes upon those marked "Place." When the ball successfully comes to the bottom of the board it then goes into one of eight "Win" sections. A winner will pay as high as forty to one.

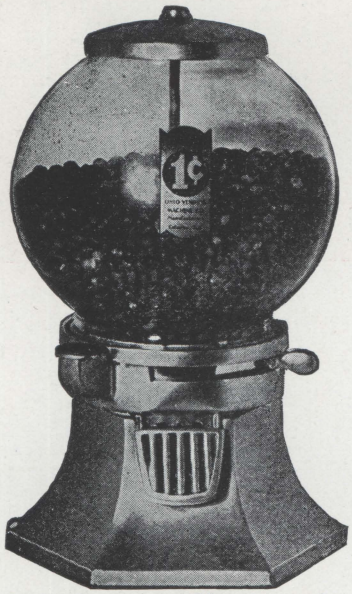
After playing Daily Races, it is agreed that it is one game that has really transferred the atmosphere and thrill of the race track onto the pintable. Daily Races is not only a game of action and thrills but it is a game of exceptional beauty. Both the massive light-up rack and the large playing field are artistically decorated in 10 colors.

The mechanical parts used in Daily Races have been tested and proved superior in every way. After putting almost every electric pack unit to severe tests, it was decided to use "Electropak" because of the complete satisfaction given on actual locations. One of the important features that makes Daily Races one of the outstanding games is "Electrolok." This device is a part of the Electropak and is one of the best super cheat-proof aids invented. Electrolok prevents players from cheating the game by pulling the plug from the electric socket. As an added convenience to the operators all the locks on Daily Races are keyed alike, only one key necessary for each machine.

With the installation of Electropak as standard equipment in Daily Races, operators are no longer required to waste time in the replacement of batteries. In order to save more time and effort for the operators, Daily Races is also equipped with an automatic fuse. This feature eliminates fuse replacement for the life of the machine.

Combining the extra opportunity given the player to win with the extraordinary number of features to benefit the operator, officials at D. Gottlieb & Co. are confident the present response in the form of orders for Daily Races in 50 to 200 lots is just an indication of the success that is to follow.

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

TRIMOUNT PROVIDES INSURANCE ON SNACKS MACHINES

David Bond, president of the Trimount Coin Machine Company, Boston, Mass., and makers of the famous Snacks triple merchandise vender, is now providing every Snacks machine with fire and theft insurance. Trimount leads again by rendering and providing this unusual service.

This fire and theft protection policy is issued to every purchaser of Snacks. The company insuring Snacks has loss adjustment points in every important city in the United States and Canada, and settlements are made immediately.

Snacks is one of the latest and most outstanding triple venders to be offered the operating craft. It is proving a great profit producer wherever placed and is just as successful in one state as another. Be sure and see the two page advertisement on Snacks in this issue of AUTOMATIC WORLD.

BALLY PROUD OF NAME

The boys at Bally Manufacturing Company must be proud of their company name (and well they might be!), as three of the current hits of this popular concern include the name "Bally" in the name of the game. They are Bally Derby, giant 1-shot payout or ticket game with changing odds feature; Bally Baby, tiny combination penny cigarette game and 5-10-25 cent trade stimulator; and Bally Bonus, jumbo-size 1-shot payout or ticket game with the new "outhole" bonus feature.

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

Our Modern Phonograph and Reminiscences

By A PHONOGRAPH PATRON

Sitting in a cozy corner of a large downtown restaurant the other day listening to the beautiful renditions of a modern automatic phonograph, my thoughts raced back to the days when I had sat in this very spot and had listened to a lilting waltz of the Gay Nineties played on an old broken-down piano.

We were all happy then, true, but because we were satisfied in knowing that we had the best of those years at hand. That old piano with its false tones, note skipping and terrible inner works racket, it was a pleasure to our musical ears then. But how would the up-to-date pleasure seekers think and do if this same restaurant were to resurrect this ancient old instrument of torture to our better educated music brain of 1936?

How different was this beautiful automatic phonograph with its miraculous mechanism that brings back the real orchestra in all of its identical performance. The finer, more impressive, richer and more beautiful cabinet. The full bodied rendition and flawless volume of sweet notes that carried me for a moment to a distant garden filled with the strains of the world's finest orchestras sitting only a few yards away, playing for me alone.

Suddenly the music had stopped and in a flash I was back to earth. The land of care forgot had disappeared.

As I gazed fixedly at this beautiful music machine, I again thought of days gone by. Days when our land was suddenly thrown into the misfit confusion of prohibition that brought with it new words, such as racketters and bootleggers. It was then that this same beautiful room in which I sat had to be closed like so many other fine places of pleasure was forced to do.

Then the depression. America began to take to the indoors, forced to abandon outdoor pleasures because money was scarce and home after all was the cheapest place when you're broke. Cuts in salaries, no more dividends and even loss of jobs had hit outdoor life a severe blow but Providence filled the home need of pleasure with the comforts of radio. The result was that we had lost much of our former freedom, but, thank God, we retained our great love for music.

Then one day came the flaring headlines that prohibition had been repealed and soon after signs of the sure and steady return of prosperity. No longer did we have to climb down the cellar stair to make up the weekly batch of homebrew or sneak to the corner and back for a bottle of harder liquor. We had regained our freedom and once more were ready to return to the old rendezvous for an evening of fun, food and dancing with our old friends.

Now was the time for the return of music machines to these places of happy gatherings. Machines that could stand the test of these years of musical education that radio had brought. Surely the old broken down piano or even the modern radio itself could not fill this need because each had its fault.

There was need for just the kind of music to fill the occasion and no radio reception could be planned so that everybody's request for the moment could be answered. We may want to dance this number and it must be just of that sort of tempo. We may want to play twelve band numbers, all in rote without any commercial interruption and the music must have the full rendition and not a piano alone. The piano alone could not fill every corner of this large restaurant and only the full volumed modern phonograph would do just this thing. Here truly is where the coin machine took its place. It could give the proper music at the right time, play continuous just as long as it was needed, give the true, rich tone and full rendition of the world's best bands.

No wonder that restauranteurs hotel and barroom operators and other owners of pleasure spots that cater to all classes of music lovers took up the options. Here was the answer to a dire need and a thing of added beauty to their well planned resorts. Here was what the 1936 music minded public demands.

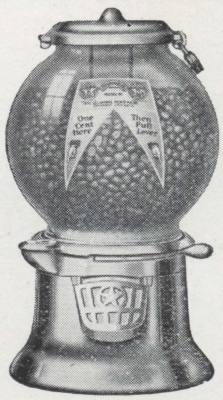
OUT-HOLE BANISHED BY BALLY BONUS

"You may think it's an outrage," says Jim Buckley, sales manager of Bally Manufacturing Company, "but we left out the out-holes on our Bally Bonus 1-shot hit, making it the only game without any out-and-out out-holes. Maybe that's why Bally Bonus is out-playing everything on the market and is ranked by operators as one of the most out-standing money-makers that ever came out of the Bally plant."

After that, Jim, we ought to say you get out!" But we'll remind the trade that, instead of out-holes, Bally Bonus features the new bonus holes at the bottom of the board. A ball in the right or left hole operates a bonus dial, which does not re-set after each game, but keeps building up a bigger and bigger bonus. Then, if a ball goes in the center hole, player receives amount shown on the dial.

The usual center-field out-hole, common to most 1-shot games, is changed to a free play hole, and the game also features the new progressive award free play Bally hole—an idea said to be extremely popular with players, both in Bally Bonus and on the giant-size Peerless 1-shot game.

LEADERS FOR OVER 38 YEARS as MANUFACTURERS
Of Coin-operated Machines
HOME OF THE FAMOUS
"Electric Traveling Crane"
INTERNATIONAL
Mutoscope Reel Co., Inc.
516-20 W. 34th St. NEW YORK CITY

COLUMBUS
Model "M"
Peanut and Confection Vender

How long will your machines be productive? Why? Experiment? Eventually you will use Columbus Venders
F. C. EWING CO.
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS

Electricity For Pin Game Marble Machine Operators

By A. B. CHERETON

The purpose of this article is to explain briefly the electrical principles involved in the operation of pin games. Although no one knows definitely just what electricity is, its behavior has been studied until a few comparatively simple rules may be stated which enable us to predict what will happen under certain circumstances.

Perhaps the most familiar substance which behaves like electricity is water. A great many of the laws which govern the behavior of water have a parallel in electricity. For instance, if we have a certain amount of water coming out of a pipe we can obtain more water by putting in a larger pipe or by putting more pressure on the pipe at the pumping station. Likewise the amount of electricity available may be increased by using larger wire or by increasing the pressure or voltage of the circuit.

Electrical "current," which corresponds to water flowing in a pipe, is measured in amperes. Let "A" stand for amperes. Opposition to the flow of current, "A," is called resistance, "R," and is measured in ohms. This resistance is similar to resistance in a water pipe caused by friction of the water on the pipe. The pressure causing the current to flow is called voltage, "V," and is measured in volts. This is similar to the pressure in a water system.

These three quantities A, R, and V, are measured in amperes, ohms, and volts. Values of the units were so chosen that when a pressure of one volt, V, is applied to a circuit with a resistance of one ohm, R, a current of one ampere, A, will flow in the circuit. In every circuit it is A which does the work. To increase A, V must be made larger or R smaller.

The importance of the above to the pin game operator is that to operate a game satisfactorily, voltage must be great enough and resistance low enough to allow the proper amount of current to flow. R may be made smaller by using larger wire, but this would make it necessary to rewire the game. It is easier to increase the voltage. This is usually done by connecting more dry batteries in series or by putting in an Electropak of the proper size. As a rule extra batteries must be used in order to have sufficient voltage as they run down. With Electropak it is not necessary to have excess voltage because Electropak does not run down as a battery does.

One thing true of electricity which is not true of water is that it is necessary to have a complete circuit. In other words electricity must get back to its source from the device which is using it, as well as get from its source to the device; two wires are necessary to connect any electrical device to its source of electricity.

When electrical current flows through a wire it generates heat. The larger the wire, the less heat will be developed. In most electrical circuits the wires are made large enough so that there is very little heat generated. An electric light bulb contains so small a piece of wire that the current flowing through it generates a great deal of heat, making the wire white hot. This white hot wire furnishes light.

A fuse is a short piece of wire with a low melting point. When current reaches too high a heat value the fuse melts and breaks the circuit. The fuse is usually in a glass tube or similar container so that the melted wire will not damage anything. The fuse is electricity's "safety valve"—using a piece of ordinary wire in its place is equivalent to tying down the safety valve on a steam boiler.

By winding several turns of wire about a core of soft iron and passing electric current through the wire we can form an electromagnet, known as kickers, solenoids, etc., in pin games. This magnet will attract to pieces of iron or steel clappers or plungers so long as current is flowing through it.

Direct current flows out from the source through one wire and back through the other wire as long as the circuit is complete. Alternating current flows out through one wire and back through the other for a very short time, then reverses and flows in the opposite direction. Ordinary

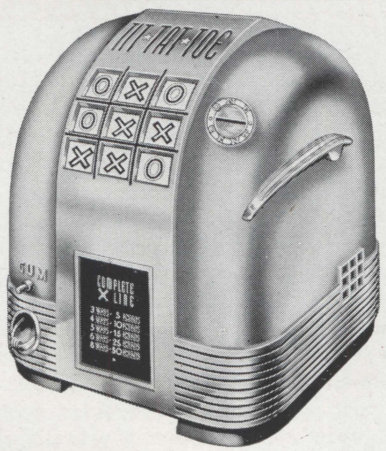
Tit-Tat-Toe

The Sensational Counter Game

Greatest Penny Collector ever made — Southwest operators save time and express.

ORDER YOURS NOW

$17.50



IMMEDIATE DELIVERY

MILLS TYCOON	$149.50
BALLY DERBY	115.00
PAMCO PARLAY	115.00
BALLY PEERLESS	115.00
BALLY BONUS	115.00
RED SAILS	119.00
GOTTLIEB SUNSHINE DERBY	89.50

WRITE OR WIRE FOR QUANTITY PRICES
TERMS: ONE-THIRD DEPOSIT, BALANCE C.O.D.

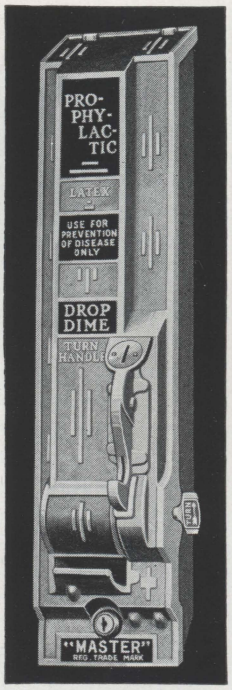
Miller Novelty Co.

1203 West Second Box 826 Oklahoma City, Okla.

THREE PROVEN WINNERS

Top and Base Porcelain Enameled Light Green Finish

Reel Amusement Vender



Prophylactic Vender

See Your Jobber or
WRITE FOR CIRCULARS AND PRICES
OF THESE AND OTHER MASTER MONEY-MAKERS

THE NORRIS MANUFACTURING CO. Columbus, Ohio

"You Will Never Be Happy Until You Operate Masters"

60 cycle current changes 120 times each second. It flows in one direction, stops, and flows in the other, etc., changing 60 times each second. This change occurs so rapidly that in a light bulb the wire doesn't have time to cool off. Bulbs operate equally well on AC or DC.

In an electromagnet it makes little difference which way the current is flowing, providing it flows in the same direction. When current is interrupted, magnetic action stops more quickly than the wire in a light bulb can cool off. In fact magnetic effect dies out completely in short time it takes for alternating current to stop flowing in one direction and start flowing in the opposite direction. Each time the current reverses there is an interval when there is no pull. This causes moving parts to chatter or hum, resulting in very unsatisfactory operation.

For reasons too technical for discussion here, direct current cannot be changed in voltage so easily nor with such simple equipment as alternating current. This is why 110 v DC is used only in business sections of the city as a rule. This 110 v. DC is too high to be used in pin games without special apparatus. Lights will operate satisfactorily from low voltage AC. The other devices used in pin games: kickers, steppers, printers, payout mechanisms, etc., are all operated by electromagnets and therefore require low voltage DC.

Early pin games used dry cells as a source of DC. These dry cells lasted quite a long while because early games had few electrical parts. The newer games have so many more electrical parts or parts which require so much more current, that dry cells cannot last long enough to be satisfactory.

Returning to our water comparison, it is quite possible for a single man to carry enough water in a bucket to get along himself very nicely. If he marries and has a family, he has to carry in so much more water that it becomes cheaper to have water piped in. Dry cells bring electricity to the game in buckets; Electropaks bring it in through a pipe. The Electropak is a unit consisting of a transformer and a rectifier arranged to provide a continuous source of low voltage direct current from the 110 volt AC line. The supply voltage which is alternating current is reduced to a suitable voltage by a small transformer. The low voltage AC is then connected to a rectifier in order to convert it to DC. It was stated that it is necessary to have current flowing through an electromagnet in the same direction at all times. The rectifier in the Electropak consists of a group of discs with a peculiar characteristic. These discs allow current to pass through them in one direction but prevent it from passing in the other. Four groups of these discs were used in the rectifier, forming a valve in the circuit between the transformer and the electromagnet. Two wires are connected to the transformer and two to the magnet. No matter which wire brings the current into the rectifier the proper pair of valves always operate.

Although pin games are becoming more and more complex requiring more and more power, they still continue to use devices operated on the principles discussed above and Electropak engineers will always be able to furnish more powerful units as they are needed.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Big Cent "A" Pack Offer

"Bill" Woollen, sales manager of the Buckley Manufacturing Company, announces a most liberal offer to the operators.

Every operator in the country is well acquainted with the remarkable record Cent "A" Pack has made and is still making. In fact, since the first advertising appeared, the sales on this Buckley sensation have shown increase after increase almost weekly. To date there are many many thousands of Cent "A" Packs on locations all over the world, and every one of them is making inconceivably high profits for the operators.

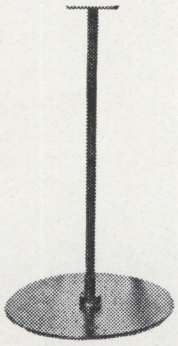
It's an old story about the fellow who tried to sell $5.00 gold bricks for ten cents at the corner of Forty-second street and Broadway in New York and nobody would buy them. Mr. Woollen feels that there are still many remaining operators who have yet to buy their first Cent "A" Pack. These operators are the skeptical type and unless they are made an almost impossible offer they will not buy. To induce this type of operator, and incidentally here's an excellent opportunity for the real operators to "cash in," the Buckley Manufacturing Company is making the following amazing offer.

Remember fellows, this is just an introductory offer that will last for a limited time only.

For every five Cent "A" Pack Cigarette Venders purchased, one will be given away to the purchaser absolutely free. For every ten Cent "A" Packs purchased, the operator will receive one Cent "A" Pack machine and 10,000 ball gums (total value $24) absolutely free. There are no other strings to the deal other than stated above.

Mr. Woollen regrets that this remarkable offer is restricted to only those territories where the Buckley Manufacturing Company does not have an exclusive territory agreement with the firm's distributors. Therefore, this offer does not apply in the states of Florida, Alabama, Louisiana, Mississippi, Oklahoma, Texas, California, Washington and Oregon.

This Cent "A" Pack offer is now in effect. All orders will receive immediate shipment.



IRON STANDS
FOR PEANUT AND BALL GUM MACHINES
PRICE
$1.25 Each
F.O.B. Fort Worth
Shipping Weight 20 Lbs. Each
F. C. EWING Co.
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

ADVANCE VENDING MACHINES
More Than 100 Models
Send for 1936 Catalogue
ADVANCE MACHINE CO.
4647 Ravenswood Avenue
CHICAGO, ILL.

Genco Presents Combination Automatic Payout

Genco., Inc., presents the first of a new line of combination automatic payout and ticket games.

Silvercup is an extra large, oversized game that embodies entirely new playing ideas for payout games. The use of large saucer type holes is cleverly combined with curved metal buffers so as to provide tantalizing suspense for the player. Without the use of springs or pins on the board, a teasing new action has been created. The extra large 1¼ inch balls shot, twirl around the holes, and just when the player thinks it is ready to drop in, it goes scooting off to another section of the board.

Two balls are use in the play of Silvercup; the idea is to match the colors, that is, if the player makes a red hole on the first shot, the second ball must make the other red hole. In all there are only ten holes on the entire playing field. If the player successfully makes two holes of the same color, the game automatically pays out the indicated amount, and also vends tickets in units of ten cents. Thus, Silvercup may be used as a straight payout, a combination ticket payout, and as a straight ticket game. When used as a straight ticket game, the payout drawer may be locked, and the key left with the location owner, who redeems the tickets vended, for which he may be reimbursed by emptying the payout cup at his convenience.

The combination payout and ticket unit used in Silvercup is entirely of Genco design and manufacture. The Genco firm reports that they were ready to present this unit in their games over a year ago, but they wanted it to stand the test of time and experimentation. As a result the unit is being used without any doubts as to its dependability and accuracy.

Genco, Inc., will soon have a complete line of combination automatic payout and ticket games on the market. Silvercup is now in full production, and first shipments will go forward this week.

SAM LONDON STOCKS UP ON DAILY RACES

Chicago, Ill.—After visiting the plant of D. Gottlieb & Co. and inspecting and playing their latest games, Daily Races, Sam London, president of the Milwaukee Coin Machine Co., Milwaukee, Wis., agreed that it is an outstanding value in the field.

"I played Daily Races," said Sam, "and I was really intrigued by the realistic action of the game. The action of the light-up rack with its changing odds reminds one of the mutuels boards at the leading tracks. The playing action is the closest to bringing the thrills of the turf to a pin-game than any game I've ever played."

Backing up his statement that he expects Daily Races to be one of the biggest hits of the season, Mr. London placed an order for 200 games to be delivered immediately.

Ben Boyer, Dallas op, leaves his old stand at 328 East Eighth and takes up new quarters at 501 East Tenth.

Realism THAT RESULTS IN $25 TO $50 DAILY PLAY

So real you can almost feel the dice rattle in your fist!" That's what they're saying about RELIANCE wherever his amazing "automatic ivories" machine appears. Men in evening clothes . . . men in shirt-sleeves . . . in swanky night-clubs . . . in little road-side spots . . . they all agree: *RELIANCE is the "real McCoy" of dice games!*

And they flock to RELIANCE by a natural instinct . . . play it by the hour . . . come back day after day . . . fascinated by the uncanny accuracy of the mechanism, as it *duplicates every play known to regulation dice.* Fascinated by the instantaneous payouts on winners. Fascinated by the Free Play feature that lets 'em "throw till they make their point" or "lose the dice" on a 7. *And, above all, fascinated by the gleaming Gold Award for 4 "naturals" in a row!*

FEATURES

EVERY OPERATOR WILL APPRECIATE

SIMPLE MECHANISM

You will be amazed at the mechanical simplicity of RELIANCE. Each and every part is designed and built for years of trouble-free performance, and the entire mechanism can be quickly slid out of the cabinet for inspection. Dice are protected against wear and soil by a special process.

CHEAT-PROOF

Last coin played is always visible, and under-size coins or slugs positively will not operate mechanism.

FRAUD-PROOF

Gold award tokens are genuine gold-plated and serial numbered . . . positive protection against counterfeit.

PICK-PROOF

RELIANCE is equipped with the newest type lock, specially developed for the coin-operated game industry and positively pick-proof. The strong, extra large cash-box is covered, a very convenient feature at collection time.

LOCATION TESTS PROVE SENSATIONAL EARNING POWER AND MECHANICAL PERFECTION

RELIANCE machines on location ever since the January Coin Machine Show are today earning more than ever . . . and operating week after week without a minute of trouble. Old time "bell" operators . . . men who make a habit of picking and operating winners . . . call RELIANCE the greatest profit-producer in 40 years . . . and they're pushing RELIANCE machines out on their routes as fast as they can get them from the factory.

Get your share of the biggest, steadiest profits in coin-machine history. Hurry before the best RELIANCE spots are taken in your territory. Wire your order today!

QUARTER MODEL $124.50 | **NICKEL MODEL** $119.50

One-third with Order, Balance C.O.D., F.O.B. Chicago

BALLY MFG. CO.

2640 BELMONT AVE. CHICAGO, ILL.

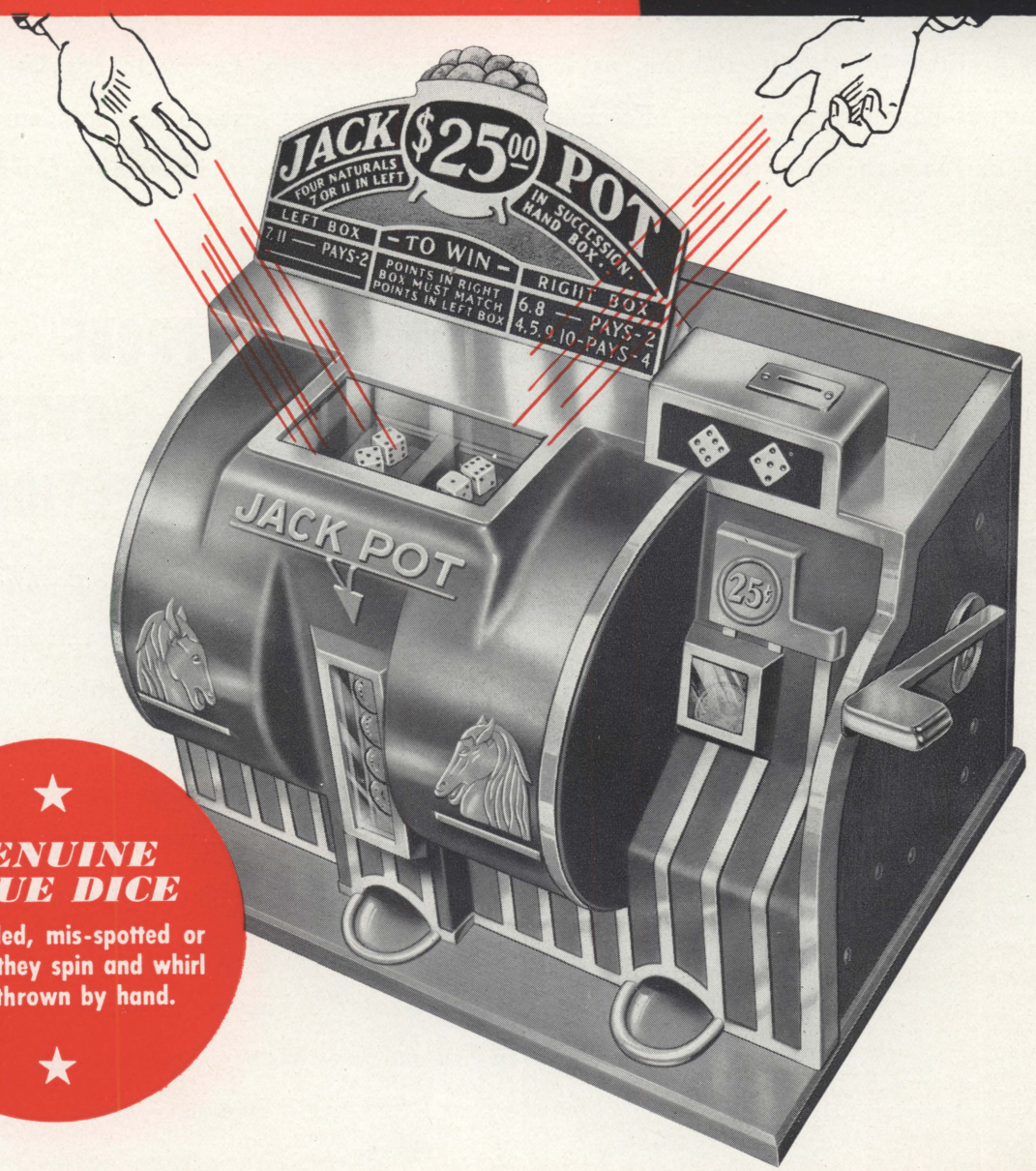
So Real YOU CAN ALMOST FEEL THE DICE RATTLE IN YOUR FIST!

PLAYER WINS ON 7 OR 11 when "thrown" on First "throw" in Left-Hand Box . . .

PLAYER LOSES ON 2, 3 OR 12 . . . in either case game ends and handle automatically locks . . .

IF any other number (4, 5, 6, 8, 9 OR 10) "thrown" . . . HANDLE TRIPS FOR FREE PLAY

Dice remain in Left-Hand Box and player "throws" in Right-Hand Box till he "make his point" (AND GETS PAYOUT) or "throws" a


JACK $25.00 POT
FOUR NATURALS 7 OR 11 IN LEFT
IN SUCCESSION HAND BOX
LEFT BOX
7, 11 — PAYS-2
— TO WIN —
POINTS IN RIGHT BOX MUST MATCH POINTS IN LEFT BOX
RIGHT BOX
6, 8 — PAYS-2
4, 5, 9, 10 - PAYS-4
JACK POT
25¢

NICKEL . . . Q QUARTER PLA

- $25 GOLD AWA ON QUARTER MODEL
- $5 GOLD AWAR ON NICKEL MODEL
- CHECK SEPARAT

Every RELIANCE machine can set to PLAY-MONEY-PAY-MO or to PLAY-MONEY-PAY-CHEC Change is made with "push-but speed and simplicity . . . me turn a small, convenient lever. standard perforated check may used.

- 15½ IN. WIDE
- 11½ IN. DEEP
- 12 IN. HIGH
- SHIPPING WEIGHT 55 POUNDS

★ **GENUINE TRUE DICE** ★

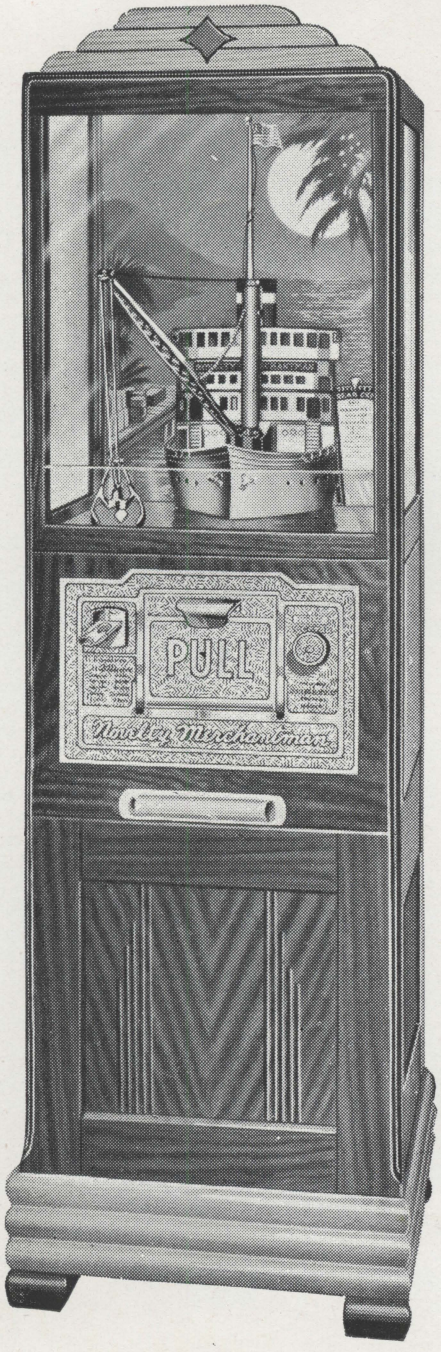
Not loaded, mis-spotted or shaped, they spin and whirl as if thrown by hand.

Bally's RELIANCE payou DICE GAME

TURN PAGE FOR COMPLETE DETAILS AND PRICES

DIGGER BARGAINS!

Mr. Pin Table Operator: NOW IS YOUR OPPORTUNITY to Get Into the Digger Business With a VERY SMALL INVESTMENT . . .



1935 Roll Chute
NOVELTY MERCHANTMAN
"the Best Digger Made"

ONLY 100 LEFT

Only 100 of the Factory Reconditioned 1935—NOVELTY MERCHANTMEN Left of the 300 placed at our disposal By the EXHIBIT SUPPLY CO. These Machines are like New and are Guaranteed for one year against all mechanical defects.

Learn About REAL PROFITS

By Operating a Route of

NOVELTY MERCHANTMEN

Many Pin Game Operators who "Know" are learning the advantages of operating Diggers . . . and are joining the "SWING towards NOVELTY MERCHANTMEN!

SIX MONTHS TO PAY!

$30 Down—Balance $5 Weekly

Terms Price $150.00—Cash Price $135.00

SEND YOUR ORDER TODAY TO

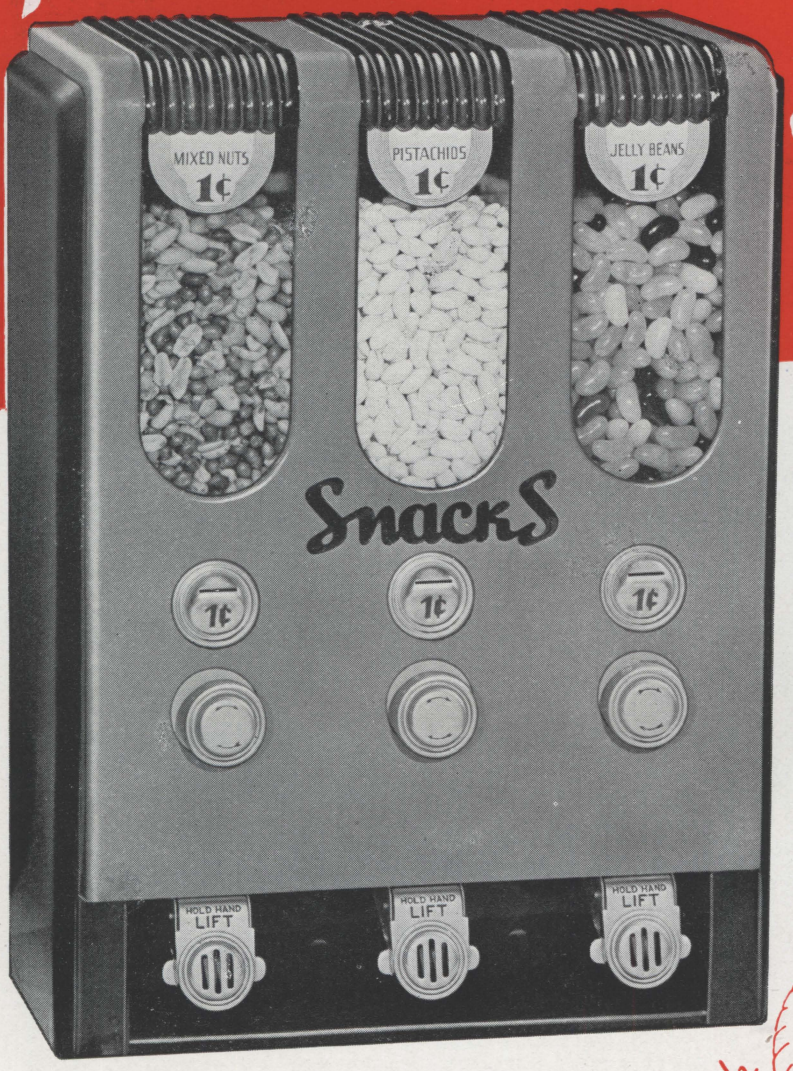
AMCO CO., INC.

162 FIFTH AVENUE, NEW YORK, N. Y.

——OR TO NEAREST AMACO BRANCH——

NEW ORLEANS, LA.—1220 ST. CHARLES AVE.
SEATTLE, WASH.—313 EAST PINE ST.
PORTLAND, ORE.—244 SECURITY BLDG.
LOS ANGELES, CAL.—830 W. OLYMPIC BLVD.
SAN FRANCISCO, CAL.—841 HOWARD ST.
BOSTON, MASS.—52 CHARLES GATE, EAST.

There's EVERY PROFIT FEATURE You Want COMBINED IN Snacks



STEADY, DEPENDABLE PROFITS

SNACKS sells staple products which are bought the year round. Consequently the profits are regular and steady. Three compartments permit a wide choice of merchandise which can be varied according to the demands of a particular location. It's easy to change combinations till you hit upon those which produce the greatest volume of sales. . . . Since SNACKS sells bulk merchandise, which normally has a larger margin of profit than packaged products, your profits are proportionately larger. Remember, too, that in offering a choice of three kinds of merchandise, you can please most everyone. Some like pistachios, some like confections, some like salted nuts. SNACKS appeals to a wide variety of tastes, and as a result, produces steady, dependable, year-round profits. SNACKS FOR STEADY PROFITS.

MERCHANDISE KEPT FRESH AND SANITARY AT ALL TIMES

The merchandise compartment is a separate unit in itself, insulated from the cabinet by an air space which scientifically keeps the merchandise fresh, clean and wholesome and free from moisture. All parts in contact with the merchandise are of special rust-resisting materials to prevent corrosion. A special type of delivery keeps the machine clear of unsightly salt and crumbs. Customers buy more quickly from a clean and inviting machine. SNACKS is truly the most sanitary vender ever made. SNACKS FOR CLEAN PROFITS.

SPECIFICATIONS

HEIGHT—20 inches.

WIDTH—15 inches.

DEPTH—7 inches.

WEIGHT (empty)—35 lbs.

CAPACITY—average: 7 lbs. per compartment.

COLORS—Red with Black trimmings. Buff with Black trimmings.

FINISH—Baked Enamel with Chromium fittings—supplied in several different colors.

COIN MECHANISM—Available with either 1c or 5c coin device. Five cent device has efficient coin detector rejecting practically all ordinary slugs.

CONSTRUCTION—Cabinet of 22 gauge steel. Die cast knobs, coin chutes and buckets. All metal working parts either aluminum or cadmium plated; treated to prevent corrosion. Specially built handle for carrying mechanism. No exposed nuts, bolts, or screw heads. Coin mechanism easily accessible. Adjustable buckets to vary quantity. Four rubber feet. Three separate and distinct coin devices. Removable coin drawer. Glass easily removed for replacement and cleaning. Foolproof lock. Four Holes—back of cabinet—permitting machine to be screwed to wall.

Two Holes—bottom of cabinet—permitting machine to be bolted to Stand or Counter.

SHIPPING WEIGHT (packed in individual cartons)—39 lbs.

STAND—Of solid steel black enamel—33 inches high. Sold separately.

TRIMOUNT COIN MACHINE CO.,
1300 WASHINGTON ST.,BOSTON, MASS.

CAPEHART ON WESTERN TRIP

Finds Phonograph Operators Most Active and Prosperous

H. E. Capehart, Vice-President of the Rudolph Wurlitzer Mfg. Company is on an extended trip to the Pacific Coast where he is spending some three weeks visiting Simplex phonograph operators in California, Oregon and Washington.

His original plans were to fly from Buffalo to Los Angeles but heavy fog and snow at the time of departure necessitated leaving by train. Capehart is a fast traveler and the thought of riding the rails instead of the skyways rather irked him.

During his trip up and down the Coast he was accompanied by W. E. Simmons, Wurlitzer factory representative for California, Arizona and Nevada, and by Fred Fields, factory representative for Washington, Oregon and Idaho.

Mr. Capehart found West Coast music operators on their toes and invariably reported the most satisfactory operations with Wurlitzer-Simplex equipment. Operators generally are including music as a portion of their general activities and within recent months many have entered into music exclusively.

BIG YEAR AHEAD SAYS JIM GAFFNEY

Jim Gaffney representing Eric Wedemeyer and Amaco Inc., has become quite a traveler of late.

Upon returning from his latest swing around the country, Jim reports as follows regarding the Digger business:

1—There is a decided upswing in Digger business throughout most sections of the country.

2—During his trip he established many new routes of diggers for PIN TABLE operators who are realizing the advantages of Digger operating.

3—Many locations also favor groupings of pin games with Diggers so as to create greater interest among players. Those who do not care to play pin games can then play the Digger and vice versa.

4—All indications point toward the biggest year the Digger business has ever had.

AUTOMATIC WORLD MOST INTERESTING

Automatic World,
120 St. Louis Avenue,
Ft. Worth, Texas.

Dear Sirs:

Enclosed you will find one dollar for a renewal on my subscription to the AUTOMATIC WORLD. I find the AUTOMATIC WORLD to be the most interesting and the liveliest coin machine magazine I have ever seen.

HORACE G. HUMPHREY
(Texas)

ROOM FOR PROTEST

"I tell you I won't have this room," protested the old lady to the bell-boy who was conducting her. "I ain't going to pay my good money for a closet with a measly little folding bed in it. If you think that just because I'm from the country—"

Profundly disgusted, the boy cut her short. "Get in, mum, get in. This ain't your room. This is the elevator."—The Log (U.S. Naval Academy).

FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The ILLINOIS LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .

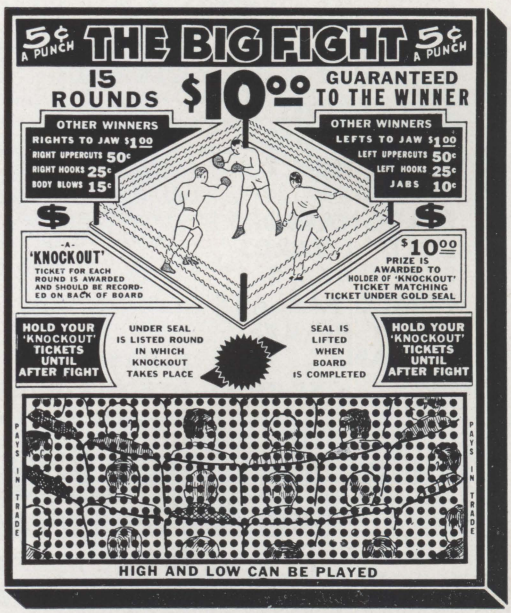
600 Hole	Form 3810
Takes in	$30.00
Pays out	$16.50
PRICE WITH EASEL	$1.14

PLUS 10% FEDERAL TAX

CHAS. A. BREWER & SONS

LARGEST BOARD AND CARD HOUSE IN THE WORLD

6320 Harvard Avenue CHICAGO, U.S.A.


5¢ A PUNCH
THE BIG FIGHT
5¢ A PUNCH
15 ROUNDS
$10.00
GUARANTEED TO THE WINNER
OTHER WINNERS
RIGHTS TO JAW $1.00
RIGHT UPPERCUTS 50¢
RIGHT HOOKS 25¢
BODY BLOWS 15¢
OTHER WINNERS
LEFTS TO JAW $1.00
LEFT UPPERCUTS 50¢
LEFT HOOKS 25¢
JABS 10¢
$
$
-A-
'KNOCKOUT'
TICKET FOR EACH ROUND IS AWARDED AND SHOULD BE RECORDED ON BACK OF BOARD
$10.00
PRIZE IS AWARDED TO HOLDER OF 'KNOCKOUT' TICKET MATCHING TICKET UNDER GOLD SEAL
HOLD YOUR 'KNOCKOUT' TICKETS UNTIL AFTER FIGHT
UNDER SEAL IS LISTED ROUND IN WHICH KNOCKOUT TAKES PLACE
SEAL IS LIFTED WHEN BOARD IS COMPLETED
HOLD YOUR 'KNOCKOUT' TICKETS UNTIL AFTER FIGHT
HIGH AND LOW CAN BE PLAYED

Your Phonograph Is a Vending Machine

By EARL HOLLAND

Sales Manager, Phonograph Division
J. P. Seeburg Corp.

It is very interesting to note that one music operator will do an excellent business while another operator with the same number of locations which are just as good does less. Although there are no operators of music who are failures, an analysis of the methods employed by some usually reveals the reasons for their low percentages.

My many years of direct contact with music operators all over the United States, has afforded me an excellent opportunity to study the various conditions which effect or help a music operator's business.

The real music operator regards his automatic phonographs as vending machines. In other words, giving the patrons the utmost in musical recreation for the money they spend.

Let us compare a phonograph with a peanut vender or candy vending machine. If these merchandise venders are not kept clean and in working order, the possibilities of people being attracted to drop a coin in the machine are reduced by the uninviting appearance. Assume for the sake of comparison that the machine is kept in first class condition but the merchandise vended is stale and of inferior quality. I can conceive that even the pigeons might refuse a second helping. Yes, you will get that lady's and gentleman's coin for the first time, but try and get the second one, unless they have unusual confidence in trying. People like to receive value for their money, and when they are disappointed, you have lost their patronage forever.

So it is in the operation of automatic phonographs. They vend "tunes." Hence, the importance of studying the records and the importance of not using worn records. Primarily the phonographs you operate should be modern looking and kept as attractive as possible. When you are making your collection calls, it is a simple matter to polish the case, the chrome fittings, and the glass; dust it out; and check the mechanism to see that everything is perfect. The appearance and performance of your phonograph is the determining factor in attracting people to dropping coins into it.

Many operators are under the disasterously mistaken impression that if they don't change their records, they are reducing their overhead of doing business. Yes, they are reducing their overhead, and likewise reducing their volume of business. A man who makes a business of operating phonographs is not blinded to the fact that you can't fool the people very often and expect to get away with it. I know of one case where an extremely popular song was going over big in a certain location. The operator changed this same record every week for five weeks. Records are not made of iron. He knew that after a certain number of plays the grooves widened and wore down and therefore, the phonograph could not possibly give the proper reproduction.

Another angle to watch is the type of music your locations require. In one locality Guy Lombardo might be considered as playing the "sweetest music this side of heaven," whereas, in another location they might think he plays "the worse music this side of H——l." The operator, by experience must know the type of music the locations' patrons enjoy. After finding this out, give them what they want. It means more nickels. Consider also, locations patronized by Americanized Europeans. Sure, they'll hop to the tune of St. Louis Blues but a few of the "old country favorites" recalls many memories and consequently they enjoy a few of these songs interspersed with the American songs.

In conclusion, let me summarize a few of the cardinal rules of successful automatic phonograph operation. Service your phonographs often, keep them clean, make regular complete changes of records, make sure the phonograph needle is OK, check the mechanism and tone and give the location the type of music the patronage requires.

H. H. Scott, operator of Kansas and formerly of Sawyer, has moved to Coats, Kan.

BARGAINS . . . BARGAINS!

QUICK SHIPMENTS

RODEOS	$20.00
TREASURE ISLANDS	15.00
PUT 'N' TAKE	15.00
STAMPEDES	20.00
EQUITY	17.00
7-11, MODEL A	15.00
GOLD RUSHES	15.00
DO OR DON'T	17.00
ACES	20.00
PEARL HARBORS	20.00
GOLD AWARDS	23.00
FAIRWAY	15.00
PAMCO PARLAYS	65.00
BALLY DERBYS	60.00
TROJANS	65.00

ONE-THIRD DEPOSIT, BALANCE C.O.D.
WRITE—WIRE—PHONE

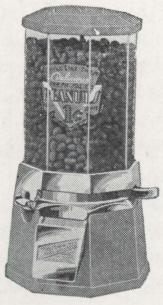
P. & M. AMUSEMENT CO.
COIN-OPERATED MACHINES
313 M. & M. BUILDING
HOUSTON, TEXAS

Headquarters for Better Venders and Better Merchandise

Northwestern "33" Peanut Venders

Absolutely the "tops" in peanut venders. From the standpoint of beauty of design and finish, quality mechanism and appealing display of merchandise, "33" is "old reliable" profit producer. And the price goes way down.

Northwestern "33" Jr.



A miniature model with all the quality and features of the "33" Model. Size that goes in spaces too small for the larger vender. Suitable for booths and tables and at cash register. Brings in a steady stream of pennies.

Peanuts and Cashews

Judged by the tremendous volume of business that continues to come in for the Special F & B Peanuts, they must be as good as we've been telling you they are. Selected quality roasted in our own plant, using a special exclusive formula. It seems that most everybody has asked for samples of both peanuts and cashews but if you haven't, ask us to mail you samples, and prices. That means you'll become one of our many regular customers.

Penny King Gum Vender

The fact that we recommend the Penny King Ball Gum Vender is your assurance that it is a dandy machine. Good display . . . fine mechanism . . . simplicity of servicing. Demand has been so unexpectedly large it has been difficult to keep a stock in Dallas but can make reasonably prompt shipment from our warehouse.

Ball Gum

SHIPMENT FROM DALLAS

After all we couldn't afford to supply any kind of ball gum but the best. Let us have your orders. Prompt shipment from our complete stock.

5/8 size, assorted mint and fruit flavors, $15 per case, 100 boxes of 100 balls each; 17c per box, less than case lots.

3/4 size, same quality and flavor as 5/8 size, $33 per case; 35c per box, less than case lots. Ball gum of lower quality for use in penny cigarette and amusement machines, $6.50 per case of 50 boxes.

Ball Candy, 5/8 size, 11c per box of 100 pieces.

YOU ARE INVITED TO VISIT OUR OFFICES OR WRITE US. IF THERE IS ANY INFORMATION WE HAVE, OR IF THERE IS ANY WAY WE CAN BE OF SERVICE, LET US KNOW. YOU WILL FIND US EAGER TO CO-OPERATE.

FOLSOM & BROWN

2702-04 ROSS AVE., TELEPHONE, 7-1253 DALLAS, TEXAS

What The Associations Are Doing

A Regular Monthly Review of Association Activities in the United States

Edited by
ERNEST W. FAIR

The importance of association work has been stressed time and time again in the pages of AUTOMATIC WORLD. We have consistently pointed out the necessity of the participation of every operator and manufacturer in these association activities. And time has proven our point. The associations have and are doing much for the industry. The observer can readily see the difference between the lack of association operation and those instances where associations are working for the interest of their numbers.

It will be the purpose of this department not only to record the activities of the associations within the industry but by presenting news of the activities of these associations and the results thereof bring home more forcefully the place of the association in the coin machine industry. It is hoped that we may have the co-operation of every operator and every association secretary in the presentation of this information. The editor of this department will always welcome communications of any nature whether they be news for these columns or discussions of current problems of individual associations. Do not hesitate to write the department editor. He will welcome any comments or suggestions as to material readers would like to see in this department.

Among the busiest of all associations at the present time is that directed by R. L. Wilds, the National Automatic Distributors Association with offices in Chicago. Mr. Wilds informs us that the N.A.D.A. Board of Directors has just voted to adopt the regional plan of operation since it came to the opinion that no national organization can function properly and with effectiveness unless its governing body is composed of representatives from the various geographic sections of the country. The new Board will consist of eleven members, instead of the present seven, thus providing for complete representation from all parts of the United States on the following basis:

New England States, 1 member; Middle Atlantic States, 3 members; Middle-Western States, 3 members; South-Eastern States, 1 member; Southern States, 1 member; South-Western States, 1 member and Pacific Coast States, 1 member.

Under the above plan there are four vacancies on the Board that will be filled by appointment. President J. D. Lazier was empowered, at the annual meeting, with authority to appoint additional members to the Board of Directors at such time as the occasion demanded. In the future, at the annual meetings, each territory will meet separately to nominate and elect its members to the Board. One of the features of the new plan provides that one of the Middle-Atlantic State memberships should be filled by a New York City member, the other two being elected at large. In the Middle-Western group, one of the three members will be chosen at large, one to represent west of the Mississippi River and the remaining member to represent east of the river.

"This office believes the new set-up will result in a better managed association," said Mr. Wilds. "Giving full representation to all territories on a fair and equitable basis."

Members have felt for some time that in order to be of value to the industry and distributors in the shaping of future policies, the Association should have a governing body composed of members from each section of the country, thus providing a consensus of opinion which is invaluable to the three branches of the industry.

This department might well point out that such an organization set-up as that used by the N.A.D.A. could well be carried into the state organizations. For too often state organizations fail in their purpose simply because a small sectional group has the whole voice in their activities. Every association should by all means have active directors from every part of its territory if it is to accomplish anything.

Mr. Wilds has compiled a brief summary of what the N.A.D.A. has accomplished during the past year. We feel sure that this will be of interest to our readers so here it is:

"(1) Devised the legal program as adopted by the manufacturers. (2) Got the convention committee to set aside time at the show for distributors and jobbers only. (3) Built up a closer relationship between manufacturers and distributors that proved helpful to the entire trade. (4) Assisted members in preparing public relations programs that did a lot to build-up public confidence and good-will toward the industry and pin games. (5) Fought the bootlegging of games out of Chicago into other territories. (6) Working with N.A.C.O.M.M. helped to settle the controversy between the industry and the Koolox Shaving Cream Company. (7) Secured greater co-operation from manufacturers in the matter of closer inspection of games before shipping and pre-testing of new games on locations before release. (8) Asked the manufacturers to refrain from quoting excessive earning possibilities of games in advertising and suggested all questionable phraseology referring to the adjustment to the percentage to be left out of advertising. (9) Went on record relative to manufacturers publishing prices in advertising not entirely within the trade. (10) Handles numerous business matters for the members with the manufacturers."

* * *

Ralph T. Young, President of the National Council of Coin Machine Operators Association advises us that the organization is now without question the strongest National group of operators ever organized and furthermore that they are gaining strength every moment. The combined industrial group was practically formed when N.A.C.O.O.M officially recognized the Council as the official voice of the operator and agreed to call meetings and the exchange of ideas and legal assistance in all worthy causes which would stand proper investigation and give bona-fide evidence of merit. The Oregon Skill Game Association has joined the

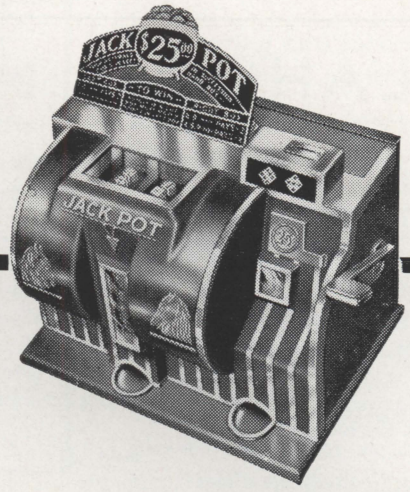
National group and has begun newspaper advertising promotion as sponsored by the national group. The Presidents office is furnishing model constitutions for state and local organizations, a fine thing, say we.

The program of this group, adopted at the convention, is worth presenting. It includes nine points as follows:

(1) Intensive effort to organize operators associations in every state in the Union. (2) Creation of a combined industrial group under the guidance of an Executive Board to establish the policies of the industry. (3) A legislative program properly handled and based upon a just and equitable requirement for all phases of the industry. (4) The establishment of a standing within the industry for the professional operator of coin controlled machines by the establishment of a wholesale price for such operator. (5) A per capita all coin operated machines to be pro levy at the source of manufacture of rated among properly organized state associations. (6) A discontinuance of the policy of advertising prices in trade mediums that are sold in newsstands. (7) A discontinuance of the policy now practiced in advertising by the insertion of exhorbitant claims as to the earning capacity of coin operated machines. (8) A discontinuance of the policy of some manufacturers and jobbers who deliberately circularize the locations of operators. (9) A program of education setting forth the true facts as they pertain to the operation of coin machines.

* * *

One of the accomplishments of the Anthracite Vending Machine Association of North Eastern Pennsylvania, Secretary Ben Sterling informs us, has been the re-establishment of the pin games in Scranton after the police ordered them taken down. This was accomplished chiefly by a committee composed of S. M. Basch, Jacob Kauffman, Joseph Teitelbaum and Mr. Sterling. Like most association secretaries, Mr. Sterling tells us that one of his biggest troubles is to keep peace between the operators since there has been more or less conflict caused by fights over locations. Other secretaries can sympathize with Mr. Sterling for this is a problem of every association—and after all that is one of the chief reasons for the existence of an association, isn't it? We shall be more than glad to present in this department any suggestions association secretaries from other sections of the country may have to offer with regard to this problem. The writer feels sure they will be welcomed by Mr. Sterling also.



RELIANCE

The Dice Game that is really doing a job for operators. Never has there been such a money - maker offered operators.

RELIANCE

Plays old favorite Dice Game with GENUINE TRUE DICE. Player wins on 7 or 11, loses on 2, 3 or 12, or "shoots" on FREE PLAYS till he "makes his point" or "sevens"! $25 GOLD AWARD for 4 "naturals" in a row. Get started ahead of competition for the biggest profit clean-up of your life.

SEE YOUR FAVORITE JOBBER

PRICE
Nickel Model $119.50
Quarter Model $124.50
F. O. B. CHICAGO

WE ARE EXCLUSIVE DISTRIBUTORS IN TEXAS

WRITE, WIRE OR PHONE

EARL E. REYNOLDS
Jefferson Hotel DALLAS, TEXAS

* * *

"Co-operate for profits" is the slogan atop the letterhead of the Skill Game Operators' Association, Inc., of Detroit, Michigan, of which W. M. Zerby is secretary-treasurer. Every association can well place this little phrase atop all letterheads, bulletins and other printed matter so that it may drive home how important this point is to the success of every individual operator. This organization has been on the job for nearly two years and holds regular meetings on the last Tuesday of each month. It has close to fifty active members and that, we add, is something of which to be indeed proud.

* * *

Ralph Westfall, secretary of the Western Vending Machine Operators Association (at Los Angeles) informs us that their association has been

(Continued on Page 32)

OKLAHOMA NEWS

CONDUCTED BY
VERA GREGORY

With distributor Miller of Miller Novelty Co., 1203 N. W. Second, as protestee in the slot machine referendum which has been pending in Supreme Court, on March 3, there was handed down a very favorable decision and a trial ordered before the Supreme Court Referee Tuesday, March 9.

Miller says that the local men are looking forward to a decision in about six weeks. "We have every hope in the world that we will have legalized slot machines and pin tables by May 1."

Miller bases this assertion on the fact that recent legislation in Oklahoma requires that in order to be a legal voter one must register. Anyone who signs a petition must be a registered voter. This means that out of some 40,000 signatures of ministers who signed a recent petition, only 25,000 were found to be registered or legal voters.

The Miller Novelty Co., 1203 N.W. Second street, has recently put on additional salesmen and reports business very good. Eleven counties comprise the territory of this firm.

The Boyle Amusement Company, 522 N.W. Third, which is composed of Jim Boyle and brothers, Bernard and Lawrence, and 17 employees, reports business very good.

While in the shop, AUTOMATIC WORLD representative met two new Oklahoma City operators who are in partnership, Scoggins and McLaury. Morgan, of Morgan and Smith, Okemah, Okla., was another regular customer looking at Boyle's latest offerings.

Lawrence Boyle is now manager of the Tulsa branch of the Boyle Amusement Co. at 1407 East First street, where there are five employees.

The Oklahoma City shop has recently added three mechanics which brings the total number employed in that department up to seven.

Ada, Okla.—Grady Cornett, common pleas judge, ruled February 20 that a marble board is a game of skill and not a gambling machine.

Editorial from Sand Springs Sun, Sand Springs, Okla:

"Not a Bad Ordinance"

Passage by the city commission of a marble machine taxing ordinance will not be harmful, viewed from almost any angle.

There is little doubt but that the decision to pass the ordinance grew out of the need for city revenue. More sources of funds of the same kind would be helpful in providing municipal revenue without so much of a burden on the ad valorem taxpayer.

If the marble machines are amusement devices, then the city's tax may be labeled an amusement tax. The owners of the machines—not the merchants—will pay it. It may result in a decrease in the number of machines operated, but those that remain in operation will pay better.

And the city's take of a dollar a week out of the business done by each machine will go a long way toward paying the salary of a policeman or a fireman.

The following from the Oklahoma City Times:

Some city factions may complain about oil wells, deplore the playing of marble boards, cuss the increase of taxicabs and aim a kick at passing dogs—but all those little peeves are making a most pleasant sound in city coffers.

The city's income from licenses during the present fiscal year will be more than double that of the previous year and set a new peak for income from this source, figures in the office of F. G. Baker, city auditor, will show.

Newkirk, Okla.—A slot machine was stolen from the Thomas Bros. pool hall February 28. It was estimated that between $25 and $30 was in the machine at the time of its theft.

It is believed that someone was in hiding in the pool hall and easily made an exit with the machine. The backdoor had been unbarred from the inside.

Garber, Okla.—Slot machines and marble boards were taxed here February 5 when the city council met in adjourned session and passed an ordinance. Slot machines were taxed $3 per month and marble boards $4 per year, the latter payable quarterly.

The ordinance amends an older ordinance and becomes effective upon publication.

F. F. Nighswonger, Oklahoma City cafe owner, was recently in police court because he made 16c from a penny scale. Charged with operating the machine without a license, Nighswonger said that the machine was on the sidewalk beside his cafe, and that it was not his machine, but a man came into his place and gave him 16c which he said was profit from the scale. The case was dismissed when city inspectors told the court that the owner had purchased a license.

PUNCHETTE TO TEXAS FIRM

Chicago.—Groetchen Tool Company announces that the Fisher Brown organization of Texas has taken over the exclusive distribution of Punchette machines for Texas and Oklahoma.

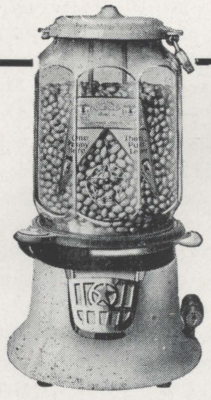
Fisher Brown recently visited the Groetchen plant in Chicago, where he was personally conducted through the factory by Richard Groetchen and Karl Klein. After seeing how sturdily Punchette machines are constructed Mr. Brown ordered sample machines sent to his home office so that they might be placed on locations. After returning home he was amazed at the remarkable income derived from those Punchettes and therefore immediately contacted the Groetchen firm for the exclusive distribution in his territory.

Mr. Brown has instructed his entire organization to suggest and recommend Punchette machines to his firm's distributors. He is planning a very intensive selling campaign for Punchette which will no doubt produce marvelous results.

B. F. Louck, well known Missouri op, has moved his headquarters from 1805 Pearl to 408 West 14th street, Joplin.

F. C. EWING CO.
Triple Cleaned Peanuts
Cashew Nut Meats
Fancy Grade for Vending Machines
ALL NUTS ROASTED AFTER ORDER RECEIVED
Write for Prices
AMERICAN CHEWING PRODUCTS
¾" and ⅝" Ball Gum
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

ARE YOU PAMPERING A ROUTE OF TIME KILLERS?



"COLUMBUS" Model M—the popular 1c peanut and confection vendor of the Southwest. Its smart appearance attract immediate attention and invites repeat sales.

EVERY minute spent in shop work or in pampering a hard-to-service time-killing machine represents a loss in service time, sales time and a definite reduction in profits.

"COLUMBUS" Model M, because of its simplified construction, can be thoroughly cleaned and serviced on location in a few minutes without the use of a single tool or wrench—a time saving feature which makes it possible for operators to service larger routes, spend more hours in securing new locations and as a result produce more profits.

Model M is of sturdy, rugged, construction, equipped with an exclusive "COLUMBUS" vending mechanism that has stood the test of time and can be depended upon to stay on the job with a minimum of servicing. Operators in the Southwest, both large and small, have learned to appreciate the accessibility and easy-to-service "COLUMBUS" features. Of "COLUMBUS" Model M they say—"The most accessible, dependable, profitable machine I ever operated.

Make the coming season a profitable one for you. Check your routes carefully and replace time-killing machines with these attractive new, "COLUMBUS" profit-makers.

WRITE TODAY FOR COMPLETE DESCRIPTIVE CATALOG

DISTRIBUTED BY

F. C. EWING CO.

P. O. Box 851—Phone 3-5288

1414 E. Lancaster, Fort Worth, Texas

QUICK NEWS FLASHES

Detroit, Mich.—Walter E. Whelan, for 18 years credit man for the Caille Company, manufacturers of coin-controlled equipment, died here March 6. Mr. Whelan was 66 years old at his death. He is survived by his widow, one son and a daughter.

Pittsburgh, Pa.—Carl F. Trippe, genial St. Louis distributor and pilot of the Ideal Novelty Company, has been appointed a member of the board of directors of the National Automatic Distributors Association to represent the Midwestern group west of the Mississippi river.

New York City—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., this city, is making elaborate plans for the official opening of his new Bally building and the celebration of his 25th year in the coin-operated machine business.

Dallas, Texas—With an additional $10 police tax per machine, Dallas ops now pay $15 tax per each machine. The regular city tax is $5. With the state's $10 and the county's $5 added to this, Dallas ops face a total tax of $30 per machine. Thus far Dallas has gathered in $16,000 in coin machine tax.

Pittsburgh, Pa.—B. D. Lazar Co. of this city are active in pushing the famous Norris Master 77 merchandise vender. This firm orders Masters in lots of 1000 and over.

London, England—The big British Coin Machine Show was a huge success. The show just closed proved to be the largest ever held and interest was at top heights. This British showing of coin machines is in reality the only existing international show. A number of different nations were well represented.

Tacoma, Wash. — While Judge Ernest M. Card's eyes snapped with surprise, Roy D. Peck, Tacoma operator and plaintiff in a move to permanently restrain city officials from molesting marble machines, displayed his ability to put the little balls right where they belonged and convince the judge that skill rules the success of the game. Roy did a good job and the case has been continued.

San Antonio, Texas—This city is all "het" up to a high degree, and preparations are going forward with a determination that the big coin machine meeting to be held here April 5 and 6 will be the greatest ever held in Texas.

NOTICE PIONEER TEXAS OPS!

AUTOMATIC WORLD wants a letter from all old time or pioneer operators of Texas. If you have been operating in Texas for a long time, or if you know an old pioneer operator, please get in touch with Tom Murray, editor, at once. We want to contact every pioneer Texas operator. Just address your letter to AUTOMATIC WORLD, Fort Worth,

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

WHAT THE ASSOCIATIONS ARE DOING

(Continued from Page 29)

holding together with good membership for over three years. They are very active in all matters pertaining to association welfare with one of their main successes being satisfactorily combating the license tax situation in Los Angeles and other Southwestern cities to the point that Los Angeles now is about to institute a regular merchant's tax for operators — Merchandise Machine Operators Only — that is, $4.00 per route or per business for the first $2,500 in gross receipts per year and 50 cents additional for each additional $1,000. An obsolete ordinance, sometimes trying to be enforced, was $3.00 per year PER MACHINE! Slug evils, ethical practices, commission regulation, route cleanliness and goodwill, integrity of operators, etc., have been some of the many items this group has dealt with. They usually meet in banquet style and the attendance approximates 50 with the total membership being about 100. Dues are $5.00 per year, payable in advance, dinners extra of course, and special assessments are readily paid for special expenses.

The San Francisco Operators Association is having its hands full due to the arbitrary action of the State Board of Equalization which has taken it upon itself to order all types of coin machines out of liquor establishments. Secretary-Treasurer Louis E. Wolcher is, however, confident that in the end the difficulty will be ironed out to the satisfaction of all concerned.

The Central Pennsylvania Operators Association (Harrisburg) is another group with a tough nut to crack. The County of Dauphin is facing a billiard and bowling tax of $21.50 in a test case and the association has an active interest in the outcome.

A special bunch of "orchids" should go to L. B. McCormick, president of the North Carolina Automatic Music Association, for the organization of that group. The membership has worked together with great co-operation and is a model association others could look to for advice. It has prohibited the collection of a tax on music machines in that state and has gotten the operators working together and has reduced their commissions to the locations accordingly. At present time all members of the North Carolina Association are protected from payment of tax due to the Federal Restraining order restraining the Commissioner of Revenue from collecting this tax. The 1935 Legislature enacted a law covering coin operated devices which included phonographs raising the tax to $20.00 for the state, $20.00 for the county and $20.00 for the town, making a total of $60.00, which certainly meant destruction to the operators of the state. The Association members in North Carolina are using stickers of warning to all phonographs operated by members of the Association calling the attention to the fact that the particular machine is covered by Federal Restraining order and any interference from any one will be cited for contempt of court.

Another big benefit derived from the North Carolina Association is that it has recognition and contact with other business men and merchants. President McCormick points out, "When men in other lines of business see that coin machine operators are creating better conditions they will get their co-operation from one another. We get favorable publicity, competent legal advice and good-will of all other lines of business. These big factors always lead to more prosperity. That's why operators in states with associations are making more money and are having less trouble."

If any one is interested in data toward organizing a state association they can well write Mr. McCormick at Greenville, North Carolina, for he is at all times eager to help any way possible in organizing state associations.

A good record is that held by the Milwaukee Vending Machine Operators Association which has been running smoothly for more than 13 years! Only law abiding machines have any standing or protection by the association, Carl H. Smith, secretary, informs the writer, "So our troubles have been little ones, and our grievence committee have had but very few matters to consider."

Since the advent of pin games a good deal of trouble arose trying to decide as to the legality of the machines. For that reason those operators organized a Skill Game Board of Trade in order to be alone and work out their own problems.

We asked Mr. Smith if he published a bulletin of the associations activities. His answer gave us quite a smile so we'll repeat it: "No, Mr. Fair, we do not publish a bulletin. Our members attend the meetings, so what's the use?"

A busy, busy man is Harry I. Drollinger who has organized singlehanded the Texas Music Operators Association some few months ago and since that time it has been functioning perfectly and installed four or five local organizations which also are functioning one hundred per cent. Mr. Drollinger has been in association work for more than 25 years.

The activities of the Texas Coin Machine Operators Association have been centered around the organization of local associations which have been formed in the larger cities of the state, and as these have been organized other sections have taken cue and have organized their own association, many of them without the assistance of the state association. "Their work has been very effective," states Fisher Brown, president of the state association, "and in every instance where the live local association exists, the territory is open and running smoothly. They have been able to operate profitably due to closer cooperation in the matter of commissions and other things that enter into the business.

"The value of these locals has been very manifest throughout the year, having their meetings every week or two weeks and indorsing clean business practices which have raised the legal of the business from its old questionable status to one of real business."

Which follows out what the writer has been urging in the pages of THE AUTOMATIC WORLD. We shall continue to do so and as Mr. Brown so ably points out good local association work is the surest means of placing our business on a real respectable business level, which unless we want to kid ourselves along, is something that we haven't possessed in the past.

◄ PIN GAME CHECKS ►

FOR

Payout Tables, Pin Games, Bells, Jack Pot Games, etc.

Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	$4.00 M	$4.50 M	$4.00 M	$5.50 M
1000	4.25	5.00	4.25	6.50
500	2.50	3.00	2.50	4.50

Nickel plated checks add $1.00 per M to above prices

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO. 333 No. Michigan, Chicago, Ill.

WITH THE EDITOR

Hotdog, here I go again with my own personal kolumn, "With The Editor." You know, folks, I like the sound of that heading. Anyway, since my first appearance back in the big Chicago Show issue, I have had a number of requests to keep up the kolumn. So, dern if I don't do my best to give you a kolumn or two in every issue from now on. I'll just write in the old Tom Murray style and leave out all the trimmings.

* * *

Right now, down here in Texas, the sun is beginning to shine soft and free again, if you know what that means. The big lop-sided Texas moon is doing its stuff also. Boy, you ain't never seen any real mellow moonlight until you drink a whiff of a Texas moon long about the first of April. The cowboys' songs drift in each night from the range and the lonely cyote, calling to its mate, breaks the deep darkness at midnight. We are expecting an Indian attack next week.

* * *

Most of you folks will be gathering in for our birthday about June and July, and man alive, what a birthday we're going to have. Crockett, Houston, Lamar and others, who pushed back the red skins so we Americans could make fools of ourselves, will be honored. Billy Rose, the P. T. Barnum of today, will stage the doings at Fort Worth. Billy is going to give you guys a peep at 2000 girls in the line, 2000 cowboys and 1000 Indians. But I'm not so interested in the cowboys and Indians as I am the 2000 girls. We are going to drain New York, Chicago and Hollywood of every goodlooking dame. And, we are going to make it so dern interesting for them while they're here that they will not want to leave.

* * *

During the Wurlitzer banquet at the recent coin machine show, I sit and gazed at the approximately 1000 guests of this great manufacturing firm. My thoughts wandered back to the 1934 show when the whole Wurlitzer party consisted of myself and wife, Homer Capehart, Harry Drollinger and Mrs. Drollinger, Eddie Schatz and Howard Dennard. I believe there was another gentleman whose name I do not recall. I could not help but note the contrast that had took place during two short years, since Mr. Capehart ate all the nuts and left hurriedly by plane for Buffalo on that ever to be remembered night of February 22, 1934. Quality and growth go hand in hand.

* * *

Clouds were hanging heavy over the little home of Steve Long. It was back in 1932. Steve had been out of work for months. Only a few hundred dollars remained in his savings account. Steve, Jr., had been born with a twisted left leg. He was three now, the left leg was still twisted and another baby was coming. Days passed and no job. They moved to a cheaper apartment and Steve, Jr., had less room to shift around with his twisted leg. Clare (she was Mrs. Long) would hold him in the window and let him watch the cars passing below. Then the other baby came and the savings account took a big tumble and the clouds grew darker.

One day Steve rushed into the room. "Clara, I've found something, Look! I'm going to buy five of them marble machines and place them in stores. They say they make pretty good profit.

Steve owns over 100 pieces of equipment today. They have moved to a better apartment. Clara has quit crying, the baby has plenty of good milk and Steve Jr.'s leg has been straightened. And there are those (d——them) who would outlaw our amusement machine business.

* * *

Out in Oakhurst, where I park my car, we have a lot of birds. Just now, as winter is giving vent to the entrance of Spring, the Cardinals and Mocking birds are singly freely. They awake me each morning. Then all of a sudden there comes in a bunch of fellows that stop all the singing. The nice birds scamper away and the King Bird has the territory to himself. You know what. The King bird reminds me of, well I'll say some folks. He drives away all beauty and song. He forces others to his ideas. He is also a slacker. The King birds will not even build a nest for their young. The hen lays her eggs in another bird's nest and the decent bird hatches and feeds the young King birds, only to have them destroy her own young later on. Gosh, ain't it awful to have such birds and folks?

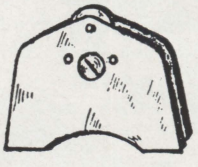
* * *

Well, the next big event in my life will be the big Texas Ops meeting in San Antonio. I'm shoving off with the wife and boy Friday before the show which starts on Sunday. I'm going to visit with several ops along the way and view the beauty of the open road. Then into San Antonio, the Alamo city where the old Spanish atmosphere just brushes your cheek and the soft music of Mexican guitars floats through the velvet stillness. Hot diggety, how's that for using words? Bet Hurd, Blackford, Vetterick or Carr couldn't beat that eh? See you in this kolumn next issue.

* * *

Oh, yes, I just can't go without telling you this one. Wise op buys hot location for five hundred bucks and said location folded up two days later.

ROLLER BEARING Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, $5.40 per dozen, $40.00 per hundred. No. shipments made without reasonable deposit.

M. T. DANIELS
1025-1027 University Ave.
Wichita, Kansas

PHONOGRAPH OPERATORS

The improved 2000-play VELVETONE needle doubles the life of records, and outlasts all ordinary needles.

Write for Full Information

L. E. TURNER
1229 Park Row Bldg.
NEW YORK, N. Y.

San Antonio, Where Ops Will Meet, Is City Beautiful

When the Vending Machine Operators Association of Texas convenes for its convention in the Plaza Hotel in San Antonio, April 5, the stage will be set for a convention that will live long in the memories of those who attend. A delightful place to visit at any time of the year, San Antonio is particularly desirable as a convention city. The Spanish atmosphere of the quaint two-century-old settlement, the many entertainment features of the present day, the ample hotel facilities, will all contribute to the enjoyment of delegates to the annual meeting.

San Antonio is a city in which the old and the new are charmingly combined. Against a background of quaint old Spanish tradition, a modern city has grown up. But much of the glamour and color of the old days has been retained. Narrow, winding streets, many of them leading to the river, recall the fact that San Antonio was once a cattle town and that the thoroughfares, now covered with asphalt were long ago trod by the feet of cattle as farmers drow them to the river for water.

San Antonio is a city of contrasts. Squat, adobe houses and two-century old missions stand beside the skyscrapers of today. Just a few blocks west of the up-to-the-minute business section, you find the Mexican section of the city where life goes on in much the same fashion that it did many years ago. Ageless Mexican women, their heads covered with typical black mantillas, sell tamales and tortillas on the sidewalks around the market house. In this section of the city, you seldom hear a word of English spoken. Here 50,000 souls speak the musical language of Old Spain.

One of the most interesting sights in San Antonio is Haymarket Plaza in Mexican Town after sundown. This square, often referred to as "Chili Plaza," is used as a market place for their produce by farmers through the day. With the coming of dusk, as if by magic, chili stands spring up around the square. Here, the visitor may consume the fiery foods of Old Mexico, while listening to romantic Spanish songs as sung and played by strolling musicians.

The history of San Antonio is woven around the Alamo, birthplace of Texas freedom, and the other missions. The Alamo, most famous of the missions, was built in 1718 and named the Mission San Antonio de Valero. For many years a mission school and church, the Alamo became the shrine it now is in the hearts of Texans when it was baptized in the blood of 182 heroes who died rather than surrender or retreat. This was during the struggle for Texas independence in 1836 when Santa Anna led a force of 4,000 Mexicans against the fort.

The Battle of the Alamo, which held back the march of the Mexican troops, made it possible for Sam Houston to gather his forces together for the subsequent Battle of San Jacinto and the winning of Texas freedom.

The missions, Concepcion, San Juan de Capistrano, San Jose and Espado, were built by Spanish missionaries during the early part of the Eighteenth century. Established with the primary purpose of Christianizing the Indians, the missions played an important part in the settlement of Texas. San Jose was spoken of by early historians as the "finest mission in all New Spain." It is conceded by authorities to be the most beautiful and pretentious mission in America, and is famous for its rose window, one of the finest architectural gems in the country.

The Old Spanish Governor's Palace, which is just a few blocks from the Plaza Hotel, was built in 1734 as the official residence of the Spanish viceroys who were sent by the powerful King of Spain to rule the wilderness that was Texas.

Brackenridge Park is one of the many playgrounds provided by the city for the enjoyment of visitors and residents. The San Antonio river, running through the park, makes it a natural beauty spot the year around. The municipal zoo in Brackenridge Park is one of the finest in the country from the standpoint of selection of animals and natural scenic beauty. The reptile garden, featuring an especially fine exhibit of Texas reptiles, is the only outdoor native reptile garden in the United States.

Just as the old and the new are woven to make San Antonio the delightful city it is, so are the past and the present charmingly combined to make up the atmosphere of the Plaza

PIN-GAME HEADQUARTERS

There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.

HOTEL SHERMAN
1700 ROOMS—1700 BATHS from $2.50
CHICAGO
HOME OF THE INTERNATIONALLY FAMOUS COLLEGE INN
featuring the ICE CARNIVAL on 1,000 feet of REAL ICE

The Only PHONOGRAPH NEEDLE USED AND ENDORSED BY EVERY ONE OF THE LEADING PHONOGRAPH AND RECORD MANUFACTURERS

PERMO-POINT

THE PERFECT 2000 PLAY PHONOGRAPH NEEDLE

It's all in the Point!

Beware of Substitutes!

Permo-Products Corporation
4311-13 Ravenswood Ave. CHICAGO, ILLINOIS

Hotel, your convention headquarters. New and modern throughout, the hotel retains the atmosphere of old San Antonio by the Spanish architecture which was chosen for the building, and by the air of old Southwestern hospitality. The Plaza Hotel has one of the most unusual and distinctive hotel lobbies in the country, a delightful coffee shop and grill which overlook the San Antonio river, and one of the very few hotel pipe organs in the country. Guest rooms, all outside rooms, are thoroughly modern and beautifully furnished and each has combination tub and shower bath, circulating ice water and ceiling fan.

The convention committee is making plans for a meeting that will be educational, constructive and helpful in conducting your business and at the same time is not forgetful of the good-fellowship and entertainment features which make a convention memorable.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Rene Godin, Paris, France, and editor of the French coin machine magazine La Revue de la Automatique. Mr. Godin attended the recent Chicago coin machine show..

ORDINANCE TO LICENSE PIN GAMES IN PHILADELPHIA

Philadelphia.—With police seizing amusement machines by the hundreds for the past few months, Councilman Louis Schwartz, father of Sunday baseball and Sunday movies in Philadelphia, objected to these raids and insisted that the machines were legal. Further, at a meeting of city council recently Schwartz introduced an ordinance to license "baseball and pin amusement games or similar machines and devices."

Under terms of an ordinance a $10 license fee for each machine is provided. The machines may be placed and operated in public or semi-public places; however, they may not be placed in any building within 200 feet of a school and persons under 16 are not allowed to play them.

L. F. Hale, operator and formerly of Amarillo, Texas, has moved his business to Fort Worth.

NEW ORLEANS and LOUISIANA NEWS
CONDUCTED BY
ADAM LEIDENHEIMER

Beginning of spring finds New Orleans music machine and pin table operators getting ready for the return to outdoors with belief that it will be the biggest spring and summer season of their existence in business. While some of the pin machine operators say that there has been some falling off in play since the passing of the big Mardi Gras season and the entrance of the more serious Lenten season, all of the music machine operators say that business is brisker than at any time this year with 1936 model machine greatly in demand and more and more entering this field each week.

At the last meeting of the newly organized New Oorleans Music Machine Operators Association, it was brought out in general discussions that this part of the country was rapidly becoming music machine minded and that no few of them were finding it a bit difficult to get machines on location quick enough.

The pin machine operators also had a very enthusiastic meeting since last writing and their working agreement remains as good as any seen in this part of the country. The new ideas are hitting the trade with a bang and with few exceptions, all present at the gathering reported business as good as can be expected with only the slightest letup since the carnival season has passed and thousands of visitors turned their backs on New Orleans for another year.

Both the music machine and pin machine associations reported further increases in memberships, two new members enrolling in the former at last meeting and three or four others joining the latter group. Both presidents are highly elated over the excellent response of committees and other officers and believe they are in a position to meet any test.

What a ball game! What a game! New Orleans Novelty Company 7; Rubensteins 7. And that's only a part of the tale.

Starting off with a seven run lead, it looked like curtains for the old pin machine boys. But that's because they forgot that the ops had another "good" pitcher and a real slugger in Mark Boasberg despite his fifty-odd years. Mark topped off his great batting day with a steal of home to tie the score and then everybody quit to lap up the prize, a keg of the best beer made here.

Line up for the Novelty Company was Slant Tetreau, outfield; Elmo Pierce, shortstop and then relief pitcher that held the opposing team to no hits after the first inning; Mark Boasberg, third; Ralph Bosworth, catcher; Frank Wetzel, second; Abe Calery, outfield; Ray Bosworth, first; John Enright, "rotten" pitcher and later short; Louis Boasberg, outfield and Joe "Jo I" Isaacson, utility that didn't get a chance to play and spent his spare time drinking up most of the prize before the rest quit playing. B. J. McNally was umpire (he was assaulted).

The only casualty of the game was Outfielder Tetreau who "got a hot foot" when he stepped in something while chasing a fly in the very first inning. (Need I tell you that the field was a cow pasture). Poor Tetreau didn't even have his shoes on, either. Members of both teams were guests of Mark Boasberg after the game, partaking of three sasks of delicious Louisiana oysters, opened by the trainer of the great race horse, Clang, Bill Sallee; three barbecued calves; several kegs of beer and mountains of other foods. About 50 attended. Tetreau didn't eat any of the barbecued calf—said he had enough of the bovines following his adventure.

The Automatic Novelty Sales Co., distributors and operators for several years here, have moved into a larger place in the 500 block of Camp street from 1315 Tulane avenue, in order to properly handle their growing business. Morel Elmer and Harold

TWO MONEY MAKERS

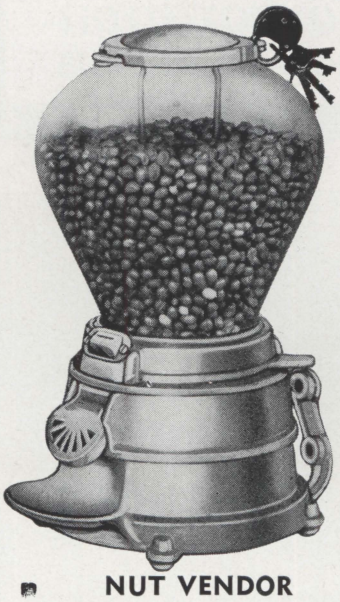
7-WAY 5c GUM VENDER

Increase Gum Sales 100% With

Our new 7-Way GUM VENDOR. It will vend any standard package gum. Each space holds 20 packages. These vendors are highly polished, thus making a very beautiful and attractive display case.

These vendors are locked top and bottom, and as they are tamper-proof, they are hard to get out of adjustment. They are slug-proof as possible to make them, refusing all iron slugs and all checks **with holes in them, regardless of what material** they are made.

To convince yourself that they are a real money-**saver, send a postal money order for $12.50 for a** Sample Vendor.



NUT VENDOR

Our New All Aluminum Topped Peanut Machines will vend either Spanish or Jumbo peanuts or other small confections. Peanuts come only in contact with glass and aluminum, keeping them sanitary and free from rust. Bracket with each machine. Single machine, $8.00. One to four dozen $72.00 per dozen. Five or more dozen, $60.00 per dozen. One-third with order, balance Bill Lading Attached.

W^m MICHAEL CO

4238 Madison Avenue
INDIANAPOLIS, IND.

Johnson, co-owners, are delighted with their new surroundings and expect to have need for larger quarters before long. These two boys are among the oldest in the game and are known wherever machines are located. Harold is a brother of the late Rolland Johnson, who before his death three months ago, was known throughout the Gulf area as distributor and operator.

Frank J. Alessi, who has operated pin-machines for about four years in New Orleans, has expanded into the coin phonograph machine field with the purchase last week of an even dozen Rock-Ola Multiselectors from the Louisiana Amusement Company.

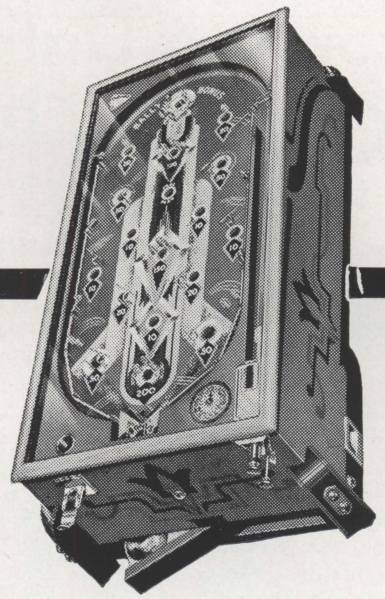
Frank, who operates from his office at 810 Carondelet street, (Operators Row in New Orleans) believes that phonographs will greatly add to his daily income. He has purchased a huge pile of the latest records to go along with the machines, stating that he believes this is one of the main needs for success in this business.

"At least," he said this week, "I've started off in the right direction by having purchased what in my estimation, is the finest phonograph manufactured today, the Multiselector. Here is combined what we operators need, a beautiful machine with true, rich quality of tone and easiness of operation. I intend to join the music machine operators' association at its next meeting and take the same interest I have in the pin machine association." Frank is the treasurer of the operators' association.

H. H. Horton, co-owner of Stelle & Horton, Houston, one of the biggest distributing firms in Texas and territory distributor for Rock-Ola and other leading lines, spent a few days in New Orleans last week, conferring with local manager, Melvin Mallory. Three H's was tickled pink over the excellent business done by his local branch, operated under the name of Louisiana Amusement Company, and believes that the operating business is due for continued expansion both in his state and in Louisiana and Mississippi.

The local office has six attaches, all of whom are very enthusiastic and possessing just what it needs to put over a big business. Mallory, Louis Murphy and Roy McMillam make a trio that would be hard to beat anywhere. Their office is always filled with an enthusiastic bunch of operators who are inclined to keep a heavy foot on the gas at all times. These three boys, all very young but having plenty of good ideas, have sold two carloads of phonographs in the first five weeks the 1936 Rock-Ola has been on the market.

George Rossie, Jr., operator at Hammond, La., is one of the youngest in the business in southeast Louisiana. Situated in the heart of Louisiana's strawberry belt, George has built up from scratch to a business that is the envy of any operator in a big city. With a big strawberry season forecast by government officials, he should find business continuing on the up as summer approaches.



BALLY BONUS

Another JUMBO size Bally game that is making live-wire operators good money. BALLY BONUS contains many new and outstanding features.

BALLY BONUS

"Jumbo Size" (44 in. by 22 in.) 1-SHOT PAYOUT or Ticket Game. Ball in left or right Out-Hole operates BONUS DIAL. Ball in center Out-Hole pays amount shown on Dial—10 cents to $1.50. ELECTRIC BALLYHOLE, DOUBLE PAYOUT, $7.00 GOLD AWARD, and famous JUMBO $1.00-$1.50-$2.00 WINNERS on the board.

IMMEDIATE DELIVERIES

WRITE — WIRE — PHONE

EARL E. REYNOLDS

Jefferson Hotel **DALLAS, TEXAS**

HEY OPS! LOOK AT THIS

A new key ring, which is said to end all the operators' key troubles, has been placed on the market by the Viking Specialty Company of San Francisco. The key ring is made of sturdy steel, and comes in two sizes —80-key and 120-key capacities. Any key may be removed in a second, but no key can be lost by dropping the ring. The key ring is so well constructed that it will last a life time.

An inquiry to the Viking Specialty Company, 632 Polk street, San Francisco, will bring full details.

Fisher Brown to Distribute Groetchen Punchette

Groetchen Tool Company of Chicago announces that the Fisher Brown organization has taken over the exclusive distribution of Punchette machines in the states of Texas and Oklahoma.

Fisher Brown recently visited the Groetchen plant in Chicago, where he was personally conducted through the factory by Richard Groetchen and Karl Klein. After seeing how sturdily and well-built the Punchette machines were constructed, Mr. Brown made immediate arrangements for exslusive distribution in his territory. The entire Fisher Brown organization is highly enthused with the new hook-up, and is pushing the sales of Punchette machines over the top!

A new development is being used in conjunction with Punchette machines that promises to put this novel counter device over in a big way. A new mystery ticket tape is used in the machine, together with a step-up punchboard. This combination has proven itself on hundreds of locations where a quicker play multiplies the profits.

Here's how this new combination works: The player inserts his nickel in the machine; then turns the dial left or right so as to select one of the 2200 possible punches on the mystery tape. As the punching mechanism is pressed, the player's selection is vended through a small door in the front of the machine. It may be a small 10c, 20c or 25c winner or it may be one of those occasional Mystery Tickets, which entitles the player to select one punch on the 50 offered in the two Mystery Rows of the step-up punchboard.

The player calls the location owner who removes the celluloid cover of the punchboard and allows the player one punch. The awards in the Mystery Row range from 50c to $5. Occasionally a jackpot award may be punched. The jackpot award entitles the player to one punch on the 25 offered in the jackpot row. By this time enthusiasm is at highest pitch, because now the player has a chance at that BIG $25 award. Awards in the jackpot row range from $5, $7.50 and $10 up to $25.

The step-up punchboard may be removed from the machine at the operator's option. This permits the operator to adjust his equipment to meet temporary restrictions in his territory.

Punchette takes the uncertainty of collections out of the punchboard and common device collections. The nickels played drop into the security of the cash box. The merchant must save all paper slugs vended and paid out on as definite proof of the pay-outs.

MICHIGAN AMA ORGANIZES MERCHANDISE AND MUSIC BRANCH

Detroit.—A meeting to form a new division of merchandise, service and music operators was held Thursday night at the Detroit Leland Hotel. This is a new association designed to include all types of vending and other service machines and practically all legitimate coin-machine operators, except those who operate skill games, for which there is already established the Skill Game Operators Association. The meeting was called by Frederick E. Turner, president of the Automatic Merchandisers Association of Michigan, with which the new association will be affiliated.

DEW ON THE PUMPKIN

Junior — (doing his home-work) — "Daddy, what is dew?"

Dad—"The rent, the note at the bank, and the installment on the car."

Escape ST. LOUIS BLUES
in ST. LOUIS
Enjoy the comfort and luxury of this famous hotel in the heart of the theatrical district and facing beautiful Forest Park. Circulating ice water in every room. Unusal food in the Coffee Shop and Dining Room.
400 ROOMS
WITH BATH from $2.50
O. P. GREATHOUSE, Manager
MELBOURNE
HOTEL
LINDELL AT GRAND

Ted Stoner, sales manager of the Stoner Manufacturing Corporation, Aurora, Ill. Ted has returned home after an extended trip through the South and Southwest.

KEENEY'S NEW

1-SHOT PAYOUT TABLE

DOUBLE-SCORE

A skill shot doubles the award value of every payout pocket

OUT HOLES BECOME PAYOUT HOLES

Even the "Out" Holes say "try it again"! Two wings of four-colored lights flank both sides of the bottom "Out" Hole. Player gets from 10c to 50c—IF ball in "Out" Hole produces a pair of like-colored lights. More, too, even upper "Out" Hole has a mystery award of from 10c to 50c.

Get "DOUBLE SCORE" on YOUR Locations and DOUBLE YOUR RECEIPTS!

IMMEDIATE DELIVERIES

EARL E. REYNOLDS

JEFFERSON HOTEL

DALLAS, TEXAS

LEAP YEAR GETS HARRY WOLCHER

Seattle.—Formal announcement of the marriage of Ruth L. Miller, of Butte, Mont., and Harry J. Wolcher, of Western Distributors, Inc., was made at a supper party given at Club Victor here by the newlyweds.

Covers were provided for 60 guests actively associated with the coin-machine business in the vicinity of Seattle. Expressions of opinion from the guests indicated that it was one of the finest parties they had ever attended.

Everything from cocktails to champagne was served, along with an excellent full-course-dinner.

Among those present were Mr. and Mrs. George Heiberling, Mr. and Mrs. Chet Heberling, Mr. and Mrs. C. Heath, Mr. and Mrs. A. G. Cassutt, Mr. and Mrs. Ray Swing, Mr. and Mrs. Sylvester Garvin, Mr. and Mrs. Sol Esfeld, Mr. and Mrs. Rube Gross, Mr. and Mrs. Al Brashem, Mr. and Mrs. Tom Williams, Mr. and Mrs. Irving Stept, Mr. and Mrs. Harry Bangert, Mr. and Mrs. Bob Walker, Mr. and Mrs. A. Sandtner, Mr. and Mrs. Ken Rader, Mr. and Mrs. Dave Martin, Mr. and Mrs. Roy Erickson, Mr. and Mrs. Joe Hart, Mr. and Mrs. Bud Kinney, Mr. and Mrs. Thomas Stambolis, Mr. and Mrs. Harry Jacobs, Mr. and Mrs. Loren Shyvers, Mr. and Mrs. Rudy Peterson, Mr. and Mrs. K. Lyons, Thelma Oliver, J. M. McQuade, Ole Billings, Philip Stamolis, Ernie Murray, J. H. McFarland and others.

SOME ARE THAT WAY

Conductor—"Did you get home all right last night, sir?"

Passenger—"Of course; why do you ask?"

Conductor—"Well when you got up and gave the lady your seat last night, you were the only two in the car."

PUNCTUATION

To show how careful a printer has to be with punctuation, read these two lines:

Woman: without her, man would be a savage.

Woman without her man would be a savage.

S. L. Stanley, manager and general pilot of the big newly organized Operators Service System.

TEXAS NEWS ITEMS

Mr. and Mrs. H. Jennings Andrews, merchandise machine operators, formerly of Fort Worth, are now located in San Antonio. They report that their business is starting off swell in that territory. Mrs. Andrews writes and says that they just can't afford to miss a single copy of "OUR" AUTOMATIC WORLD. AUTOMATIC WORLD extends best wishes to these fine young people who have cast their lot in the vending machine operating business.

J. R. Reed, live-wire op and formerly of Navasota, has pitched camp in Madisonville.

Fisher Brown, the whirlwind coin machine salesman and distributor of Dallas, and of the firm of Folsom & Brown, recently made a flying trip to Chicago. Fisher is all "het" up these days trying to supply operators with everything from a peanut vender to a phonograph and at the same time whip things together for the big state meeting at San Antonio on April 5th.

Jack M. West is a wild and wooley West Texas operator, believe it or nuts. Mr. West does things in an operating way in the West and that's that. Sure, he just recently sent in his subscription for AUTOMATIC WORLD. Welcome, Mr. West.

Earl Reynolds, Jefferson Hotel, Dallas, says that the boys grab every Reliance as soon as they hit the city limits. Thought to be tourists, several men were pulled off a freight by Dallas cops. After investigating they were found to be ops who were scouting the train for a shipment of Reliances, according to reports.

HOWARD MARX JOINS DON CHUMLEY IN KANSAS

Howard Marx, professional operator of St. Marys, Kansas, has joined forces with Don Chumley, live-wire op of McFarland, Kansas. These two boys are certainly doing a nice operating job in the state of Sunflowers.

On Mr. Marx's business card he has this information, "I live in Kansas. I pay taxes in Kansas, I earn my money in Kansas, I spend my money in Kansas." Mr. Marx is a distributor of coin machines at St. Marys. Mr. Chumley does a nice jobbing business at McFarland.

G. E. NORRIS (MASTER) AND MRS. NORRIS VISIT AUTOMATIC WORLD

On their return trip to Columbus, Ohio, from an extended visit in California, Mr. and Mrs. G. E. Norris, of the Norris Manufacturing Company, Columbus, Ohio, paid a pleasant visit to the folks of AUTOMATIC WORLD.

Both Mr. and Mrs. Norris looked fresh and happy and were all smiles because they were so happy to know that they would soon be back home. Their extended cross-country trip carried them through a number of states and consumed several months time.

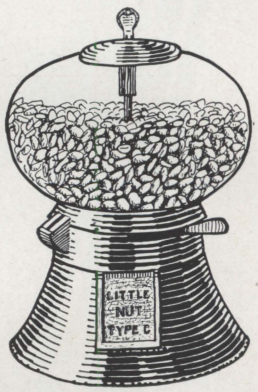
While in Fort Worth, the WORLD editor enjoyed showing these good folks the city "where the west begins" and taking them out to where they serve real sizzling Texas steaks and cold beer.

Mr. Norris was one of the first manufacturers to encourage us when we launched the AUTOMATIC WORLD some seven years ago. His firm has missed very few issues with an ad, and while we are thinking of vending machines, how often do you see any of them "Masters" advertised for sale as used equipment?

Mr. Norris advised us that the Columbus plant was running full time and that orders were increasing daily. He appeared very anxious to get back to the plant and get into the harness.

David B. Hughes, well known Kentucky op, has moved his offices from St. Mathews to Louisville.

LITTLE NUT TYPE C



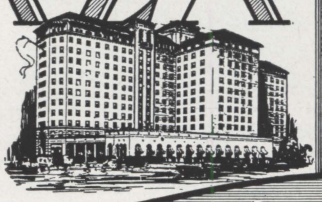
LITTLE NUT Type C is one they're all talking about, wi'l vend anything. Distributors wanted.

LITTLE NUT VENDOR CO.
LANSING, MICH.

Sport and Pleasure
AWAIT YOU IN
SAN ANTONIO
THE TEXAS RESORT BEAUTIFUL

Enjoy the glorious outdoor and resort advantages of San Antonio to the utmost while living at the magnificent Plaza Hotel. Flawless service, sumptuous appointments and superlative cuisine. Home of the brilliant El Mirador – San Antonio's brightest bright spot. Moderate rates prevail-single rooms from $2 daily.

PLAZA
HOTEL
JACK WHITE, *OPERATOR*
HOTEL PLAZA AT CORPUS CHRISTI UNDER SAME MANAGEMENT



ELIMINATE THE HIGH COST OF BATTERIES!

STANCOR UNIVERTERS

THE ONLY BATTERY ELIMINATORS MADE THAT USE CURRENT ONLY WHEN GAME IS IN OPERATION

Made by expert electrical engineers, STANCOR UNIVERTERS guarantee dependable, economical operation of your games. The money you save, not alone on batteries, but on costly layups and service calls, will positively amaze you! Univerters are easily installed in a few minutes, all you do is use a screw driver. ALL UNIVERTER MODELS ARE EQUIPPED WITH 6 FOOT UNDERWRITERS APPROVED CORD AND PLUG.

The Only Complete Line of Battery Eliminators Made!

U-400—$7.10

Furnishes 6 volts A.C. at 1.5 amperes for lights and D.C. for kickers, relays, payouts, etc. Will meet every requirement where D.C. power is unusually high.

P-3400—$1.30

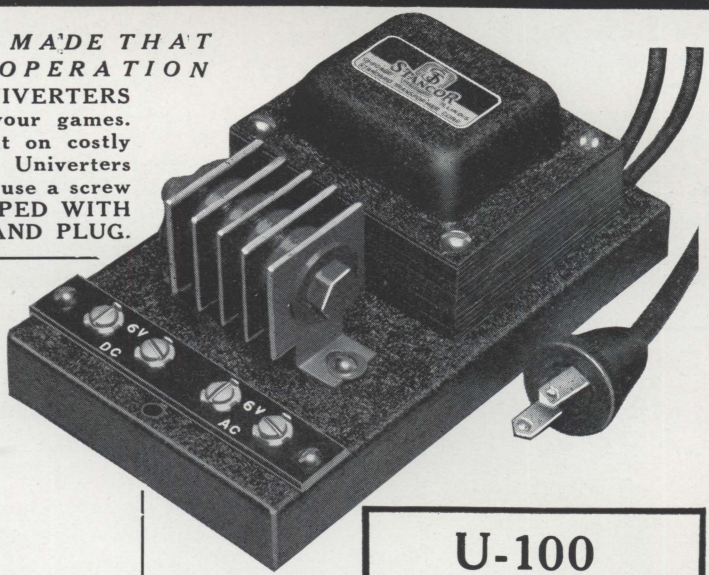
Operates on 110-115 volts, 50-60 cycles A.C. only. Supplies 6 volts A.C. at 2 amperes for games using lights only. Supplies enough power for 13-15 lights, drawing 15 amperes each.

U-200—$4.95

Operates on 110-115 volts, 50-60 cycles A.C. only. Furnishes 6 volts at 1.5 amperes for lights and D.C. for kickers, relays, payouts, etc. Replaces 4 to 5 batteries in series or 8 to 10 batteries in series parallel.

U-1000—$8.70

110-115 volts, 50-60 cycles A.C. only. Furnishes 6 volts A.C. at 1.5 amperes for lights and D.C. for kickers, relays, payouts, etc. Replaces 4 to 5 batteries in series or 8 to 10 batteries in series parallel.



U-100

LIST PRICE **$4.50**

Operates on 110-115 volts, 50-60 cycles A.C. only. Furnishes 6 volts A.C. at 1.5 amperes for lights and D.C. for kickers, relays, payouts, etc. Will replace 4 to 5 batteries in series or 8 to 10 batteries in series parallel.

ALL MODELS ARE FULLY GUARANTEED! SEND US YOUR ORDER NOW—DESCRIPTIVE LITERATURE SENT UPON REQUEST.

STANDARD TRANSFORMER CORP. 850 BLACKHAWK ST. CHICAGO, ILL.

TEXAS QUICK NEWS FLASHES

Louis Solomon, well known operator of Abilene, Texas, is opening up a large phonograph operating business in El Paso. Louis starts off with a carload of Simplex instruments.

Arthur Flake of the Flake Distributing Company, Dallas, has moved into new headquarters just across the street from his old stand on McKinney street. The exact number of the new place is 1310 McKinney. Arthur invites all coin machine folks to come see him.

Leo J. Kelly, sales manager for the Exhibit Supply Company, Chicago, has returned to the Windy City, after a week's business trip to Texas.

Lonnie C. DeWeese and Mrs. DeWeese, formerly of Houston, but now thinking seriously of taking up residence in Dallas, have been the house guests of Mr. and Mrs. Harry Drollinger at Nickelbuilt.

Susiebelle is the attractive and odd name given to the bright new automobile owned by the South's only girl jobber, Miss Helen Savage, manager of the Automatic Amusement Company of Fort Worth.

And now, on to San Antonio, April 5 and 6. Big doings!

AMA BANQUET IN NEW YORK CITY BIG SUCCESS

New York.—The banquet given by the Amusement Men's Association, sportland organization, drew a record crowd and was the occasion of much gayety. The French Casino was an ideal setting for the huge affair and the renowned entertainment offered in this unusual and lavish night club was acclaimed by all guests. The entire orchestra floor was occupied by members and guests of the AMA. A full-course dinner was served and there was dancing to the music of the Casino's two orchestras. Officers of the AMA were present to greet all guests as they arrived.

The attendance included practically every jobber and distributor in the metropolitan area. Many of the firms had reserved full tables for their representatives and guests. Officials of operators' organizations also had a table, and legal staff members who also attended the affair. Mr. and Mrs. H. L. Steinfert, of The Hague, were present as the guests of the International Mutoscope Reel Company. Mr. Steinfert represents the Photomatic machine in Holland. Manfred M. Linick, of Detroit, was also a guest of Mutoscope. Premium firms and the trade press were also well represented.

The affair was highly complimented by the guests and the sportland organization has marked up another record of fine entertainment.

AHA!

Wifey—"Dear, I saw the sweetest, cleverest little hat downtown today."

Hubby—"Put it on; let's see how you look in it."

NATIONAL NEWS NOTES

Boston, Mass.—A bill to authorize the licensing of pin ball and another to penalize persons conducting these games have been introduced in the Massachusetts Legislature for consideration during the current session.

A petition by Tycho M. Peterson and Frank Hurley would authorize the operation of the games under a license. Under the terms of this bill the operators of the games would pay an annual license fee (the amount not mentioned) and a permit fee of $1 yearly for each game. The bill further states that the license shall not be granted to any person who is not a citizen of the United States and a resident of Massachusetts. In the event of a corporation no license shall be issued unless all the stockholders of the corporation are American citizens and residents of the state.

No action has been taken on the bill as yet.

St. Louis, Mo.—Jack Rosenfelt of the Union Novelty Company, this city, recently held a big celebration at his place on March 14. Favors for the ladies were in evidence as well as many other prizes and gifts. A big time was enjoyed by all present.

New York City.—Marty Rosen, manager of the Bronx office of the Supreme Vending Company, Inc., and a sincere worker for coin-machine unity, has successfully aided the organizing of the first Westchester County operators' association.

Morris, Ill.—The Northwestern Corporation, of Morris, Ill., well-known manufacturer of vending machines, has opened an Eastern sales office at 1560 Broadway. Samuel Strahl is in charge of the office. The Eastern branch consists of offices, attractive display rooms and service department, where repairs and parts may be obtained.

CHARLES PITTLE BUYS ANYTHING

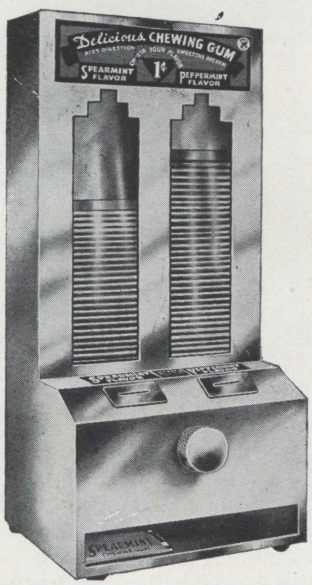
New Bedford, Mass.—The Charles Pittle & Company, coin machine firm of this city, will buy anything in the coin-operated machine line. This firm is well known all over the United States for fair dealings and the promptness of service. They have all types of new and used equipment for sale at all times and operators, all over the country, will do well to have their names placed on the Charles Pittle list. They are one of the oldest coin machine firms in the country.

LUCK

Mary—"So you bought a new fur coat after all. I thought you said your husband couldn't afford it this year."

Joan—"So I did, but we had a stroke of luck. My husband broke his leg, and the insurance company paid him $100."

DOUBLE COLUMN
1c STICK GUM VENDER
A STEADY Money-Maker!



Attractive Chromium Finish!

CAPACITY: 200 Sticks. Holds 100 sticks of Spearmint Gum and 100 Sticks of Peppermint Gum.

Vends FULL SIZE Wrapped Gum.

Requires only 7 inches Counter Space. We supply Best Qua'ity Gum at only 25c per 100 Sticks. Operator's Profit is 50c for each 100 Sticks sold, after paying merchant 25 per cent commission.

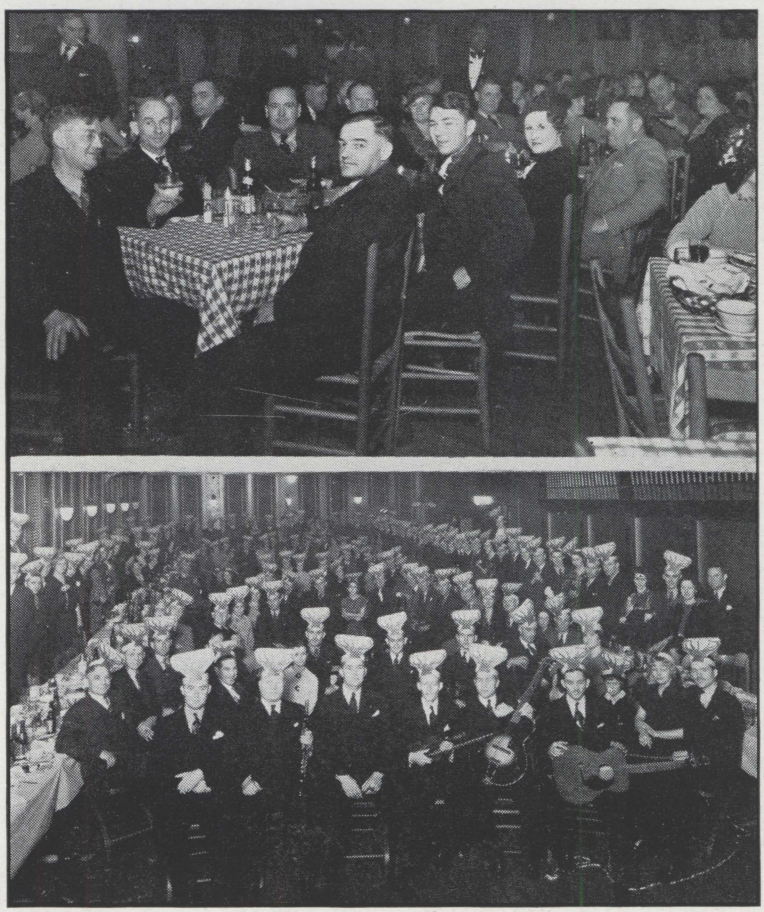
INTRODUCTORY OFFER

Remit only $12.50 for Sample Machine, including 1,000 sticks of gum. DO THIS TODAY!

EXCLUSIVE DISTRIBUTORS WANTED

Write for Quantity Prices

D. ROBBINS & CO.
1141 DeKALB Ave. – BROOKLYN, N.Y.



The above photo shows a group of operators being entertained by Homer E. Capehart at the exclusive Log Cabin Club, Dallas, on Saturday, February 29. All of the folks in the above photo were guests of Mr. Capehart at a swell chicken dinner. . . . The lower photo shows the Harry Drollinger deer party which was held at the Jefferson Hotel, Dallas, Sunday, March 1. Over 300 people were guests of Mr. and Mrs. Drollinger at this wonderful party.

TAKES A HALF DOZEN MACHINES TO EQUAL

PAMCO PALOOKA

6 COIN CHUTE DE LUXE PAYOUT TABLE WITH AUTOMATIC CHANGING ODDS—BOWL-TYPE SCORING—AND EARNING POWER OF SIX BELL MACHINES ACTUALLY **PROVEN!**

Stands to reason, Mr. Operator—that EVERYBODY gets on "PAMCO PALOOKA." For, SIX COIN CHUTES lets 'em ALL in AT ONCE. No wonder it's GOOD for as MUCH as a HALF-DOZEN BELL MACHINES or Regular Pay Tables combined! We've tested and PROVED it! And, it's READY for YOU at this remarkably low price..... **$169.50**

"RED SAILS"

The Handsomest Thing on Four Legs! And, with AUTOMATIC CHANGING ODDS—NEW BALL ANIMATION—and LONG-RUN EARNING POWER definitely established, It's a REAL BUY at..... **$119**

"Pamco Parlay"

Started a Mighty Wave of Popularity for "PAMCO" Payout Machines. Going BETTER than ever a—splendid investment at..... **$115**

50" by 24"

ELECTROPAK STANDARD EQUIPMENT AT NO EXTRA COST

•

CHECK SEPARATOR AND CHECKS EXTRA

U. S. PATENT 2029177

Products of PACIFIC AMUSEMENT MFG. CO., CHICAGO LOS ANGELES

Exclusive LOUISIANA-MISSISSIPPI Distributor

GENTILICH DISTRIBUTING COMPANY
SAM GENTILICH, PRESIDENT
NEW ORLEANS, LOUISIANA

CONVINCING PROOF THAT THE

SEE

FRANCHISE

Symphonola "F"

SUPER DELUXE

A new luxurious cabinet of Matched, Quartered and Figured Pal-Dao Walnut Veneer. The entire cabinet is hand rubbed.

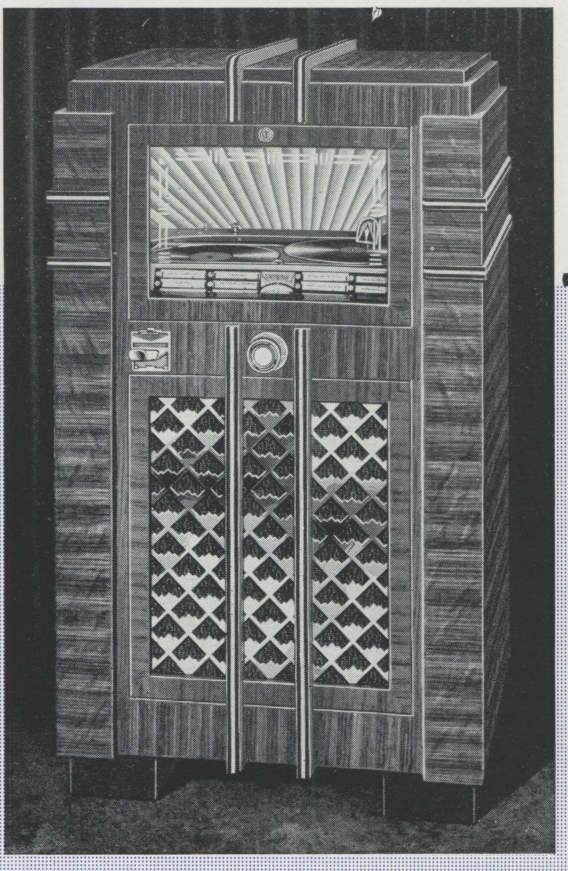
3 Super Dynamic Speakers—9 Tube High Fidelity Amplification—Designed to take Microphone Attachment with Extra Speaker for Public Address Systems — Orchestral — Vocal, etc. All Metal Chrome Finished Grille. 12 Record Selectivity.

Symphonola

MODEL "B"

A new "departure" in outstanding phonograph design. The cabinet is made of variations of Figured, Oriental, Matched Walnut, Butt Walnut Veneers and Inlaid Maple Striped Mouldings. The entire cabinet is hand rubbed.

5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.



Southern SEEBURG Representative

ELECTRO BALL CO., Inc. Main Office: 1200 Camp St. DALLAS, TEX.

J. P. SEEBURG

1510 DAYTON STREET

BURG

IS MORE VALUABLE!

Symphonola "C" and "D"

MODERNISTIC

Distinctly Ultra Modernistic in design. The Satin Wood front . . . the inlaid Maple Striped Ebony Bakelite Veneer side . . . and the Ebony base combine to produce an unusually beautiful effect. Both models have the All Metal Chrome Finished Grille. The cabinets are completely hand rubbed.

MODEL "C"
Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

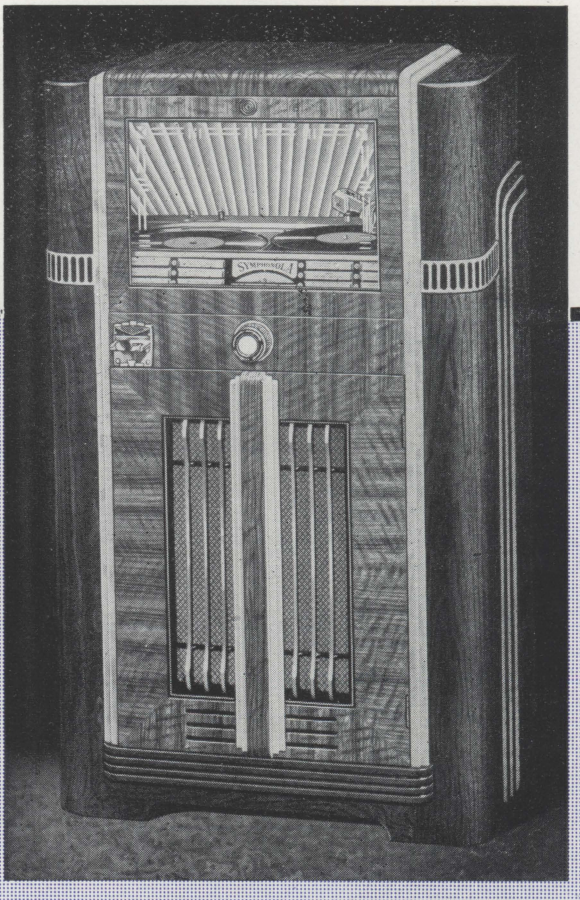
MODEL "D"
Deluxe . . . 7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.

Symphonola

STANDARD "A"

Choice of 3 Beautiful Color Combinations. Figured and Oriental Matched Walnut and Butt Walnut Veneers with Natural Maple Striping and Gold Trim. Nile green with Gold Trim and Mandarin Red with Gold and Black trim. The cabinet is completely hand rubbed.

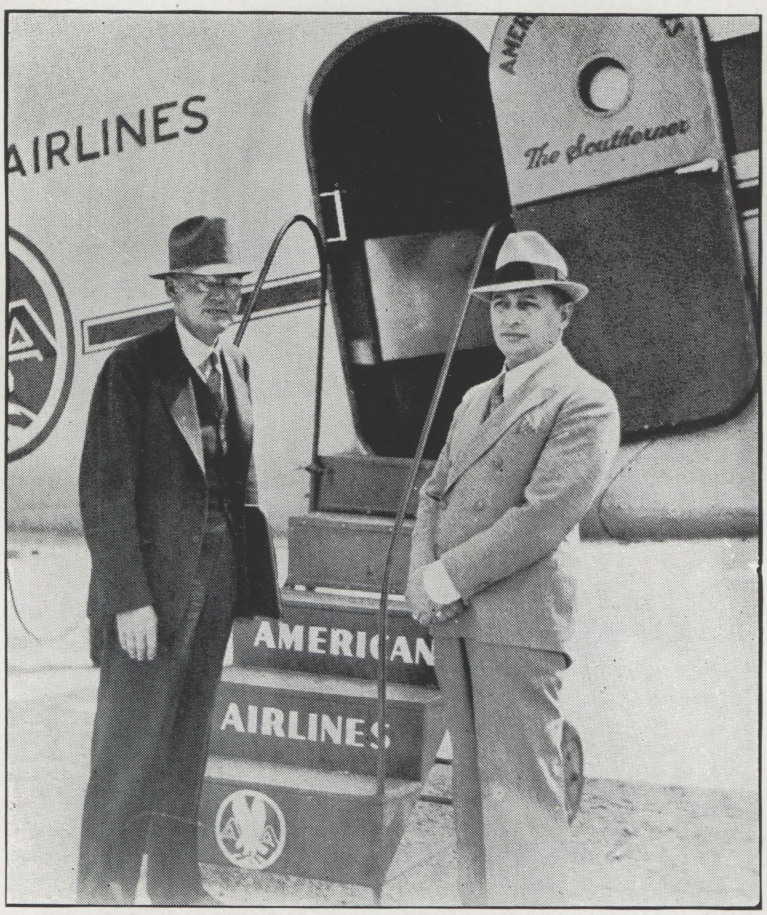
5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.



527 N.W. Ninth St. OKLAHOMA CITY
125 S. Seventh St. WACO, TEXAS
517 Canal St. NEW ORLEANS
428 Main Ave. SAN ANTONIO
1018 Jennings Ave. FORT WORTH
804 Tenth St. WICHITA FALLS

CORPORATION

CHICAGO, ILLINOIS



The above photo shows Harry Drollinger, Wurlitzer's Texas representative, and Operator Louis Solomon of Abilene, Texas, arriving at El Paso, Texas, where Louis will start 100 Simplex phonographs to going. Mr. Solomon is opening a branch office in El Paso.

AN INTERESTING EVENT

It was an interesting event when Charlie Fey and his son Edward visited the recent Chicago show. A photo was taken of Tom Watling and Charlie Fey shaking hands across an old time Bell machine, while the oldest sons of these two pioneers had their photo shot shaking hands across the new Watling Rol-A-Top. The juniors were Edward Fey, oldest son of Charlie Fey and John Watling, oldest son of Tom Watling.

BALLY FACTORY HUMMING

Never has the Bally Manufacturing Company's plant been so busy as it is right now. Every piece of machinery is being pushed to capacity and every nook and corner in the big Bally factory is being used. Never before has production been at such a high pitch. As one shift goes off another comes on and orders for the many Bally games are being filled as they arrive.

The Novelty Importing Company of Oakland, Cal., have moved from their old address at 2923 Adeline to 1241 High street.

K. P. Phelps, operator and formerly of Glendale, Cal., has moved to Geneva, N. Y.

NEW SALESBOARD COMPANY

Chicago.—Lee-Moore & Company have entered the salesboard field here with an attractive line of boards to offer to the trade. A big catalog is in preparation showing the complete line.

Abe Levy and M. Cohen are principals in the firm and both are pioneers in the salesboard field, with about 25 years in the business. The firm will not only offer salesboards, but will also offer an attractive line of merchandise suitable for salesboards, premiums, etc.

E. H. Siler, op of Indianapolis, Ind., and formerly of 302 West South street, is now located at 384 South Senate.

C. W. Walters, formerly of 1309 Kane street, Aurora, Ill., has now moved to 125 Center street.

I. H. Mitchell, operator, has moved from Monroe, La., to Baird, Texas.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

THIS PHOTOGRAPH shows the fourth carload of Wurlitzer-Simplex phonographs being unloaded in Cincinnati, for the Ohio Specialty Company. This organization is now operating over 200 Smplex phonographs, wth Harry Cohen still "razzing" the factory for more shipments. On the ground(left to right): Elmer Myers, record department; Jack Hudnall, manager phonograph division; Kenneth Burke, phonograph service; Ray Schwartz, phonograph collections; C. J. Latscha, advertising manager, "Billboard;" Harry H. Cohen, owner, Ohio Specialty Co., Cincinnati, Ohio; J. Harry Payne, district manager, the Rudolph Wurlitzer Mfg. Co.; Oscar Sloan, location man.

"I Want to Be a Big Operator Some Day"

Hitch Your Wagon to a Star—And Follow These Rules Demonstrated in the Field, Reported by a Business Expert

By ISAAC WERT

Remember the rosy dreams you had when first you entered the coin machine business? Over your new machines you were as excited as an old maid whose cat has had kittens. When the day's work was done, there was time for meditation. Your mental arithmetic machine would go into high gear.

You were probably limited for capital, like so many others, and you recognized that your rapid progress would have a brake on it. However, with a nimble pencil, you soon had yourself with 100 machines, 200, 300—and you would keep right on going.

You planned to be a big operator some day—known all over the territory.

How have all those dreams panned out?

So you won't accuse me of being a mind-reader, let me explain that I have talked intimately with a good many operators. Almost all of them had, in the early days, hopes of great accomplishments. And all but a few now confess, with a wry smile, "I'm in a rut, and I know it."

This article is written with no thought that every coin machine operator can be a "big fellow"—or really wants to be, in the "colossal" sense. Every operator does want, however, to have a profitable business, with a good liberal margin to spare.

Actually, the margin between large success, and petty results, isn't very great, as a matter of principles. The "big fellow" "savvies" his job. Mistakes that would set him back he doesn't make. His eyes are open to the grand chance.

Build up your cash reserve as fast as possible. I can hear an operator exclaim with disgust, "Sure, but how?" One thing the "little fellow" who wishes to become a "big shot" can do is, in his personal and family life, to keep his expenditures in line with his financial position.

I have seen innumerable coin machine men who, by insisting on a personal standard of living always up to their profits—and quite often beyond!—stay forever on a shoe-string, or near shoestring basis. As they looked at things, there was just one way they could have an easy financial condition, and that was by making more money. It didn't occur to them that, by living well within their income, they could have the same result.

In establishing overhead expenses, the "little fellow" who always bases his plans on the minimum to be expected from his machines is the boy to watch. Conservative, yes—but, soon, he is in a sound financial position. That means that, seeing opportunities, he can seize them. He is prepared to expand as he develops a system which is winning. Also, he has a "cushion" against the slumps which come in the coin machine business as in every other.

(Continued on Page 55)

SPECIAL TRADE-IN ALLOWANCE

TRADE IN YOUR OLD---

GOLD RUSH, SPORTSMAN, TRAFFIC, PUT 'N' TAKE, RED ARROW, ROCKET, DO-DON'T, PROSPECTOR, JUMBO, DE LUXE 46, Etc., on—

PAMCO PALOOKA, RED SAILS, GOTTLIEB'S DAILY RACES, SUNSHINE DERBY, STONER'S TURF CHAMP, DOUBLE UP

●

If we do not give you a larger trade-in allowance than you are getting elsewhere we do not expect your business

BETTER HURRY—WIRE OR WRITE TODAY

Boyle Amusement Co.

522 N.W. Third Street, Oklahoma City, Okla.

Tulsa Office, 320 East Third Street

EPCO Announces New Service For Operators

Detroit, Mich.—Electrical Products Company, this city, known throughout the industry as the manufacturers of the Electropak power unit that eliminates the use of batteries in pin games, as well as of the Electrolok, which prevents pay table cheating, and the Adaptopak for changing DC to AC current, now announce a complete electrical parts service for operators.

This is the first time in the history of the coin machine business wherein one firm has brought all electrcal parts under one roof for immediate service and shipment to operators.

D. I. Coney, chief engineer for the firm, compares this new service to the progress of the automobile industry with which he was connected for many years.

Mr. Coney says, "You probably can remember when the automobile industry had no particular headquarters for parts or for the standardization of those parts. Garage men and mechanics were forced to buy direct from the factories and pay all sorts of prices. Even tires had to be purchased especially for the car with which they were used. Then along came United Motors and began proving to the automobile manufacturers that standardization of parts and a centralized service would materially benefit, not only those responsible for servicing cars in the field, but also the owners of the cars.

"Until about two weeks ago the pin game industry, with regard to replacement parts, was exactly in the same position as the automobile industry was 20 years ago. Now I believe that our latest contribution is a very definite improvement in the pin game industry, and that news of it will be of primary interest to every operator, jobber and distributor in the world.

"I am referring to the new Epco complete electromechanical replacement parts service for all pin games. It is our well founded belief that much of the standardization now taking place in the 1936 games is the direct result of our educational efforts along that line. But we have gone the necessary step farther and are now prepared to supply kickers, lamps, solenoids, rotary and step-up switches, contacts, etc., suitable for use in any and all pin games which have been or will be manufactured. This means that every pin games service man in the country can look to Epco for prompt and reliable handling of his service requirements and at very attractive prices."

The development of this unique service material and department has been much due to the efforts of Mr. A. B. Chereton and of Mr. D. I. Coney of the Electrical Products Company, and is said to be creating a new era for coin operators.

This standardization of all parts will eventually bring about one of the happiest conditions in the industry. The educational campaign is being carried on intensely by the firm in the hope that within a few months every operator in the country will realize that he can obtain interchangeable, standard equipment as mentioned in Mr. Coney's statement. Of course, much equipment is not interchangeable, but, in certain cases, it will be. At least, Mr. Coney explains, there will be a standardization of all service equipment which will be a tremendous forward step for the coin machine industry.

The firm are unusually busy at this time supplying the large demand for Electropaks, Electroloks and Adaptopaks. These units created a tremendous sensation at the past Chicago convention and operators who saw them were tremendously enthused.

The Electropak has become recognized as the only and original power unit for replacement of batteries in the coin machine industry. Operators are using them in almost all games at this time. Leading manufacturers are now featuring Electropak as standard equipment.

The Electrolok, which is a small sized, inexpensive unit, created a tremendous sensation at the Chicago show, where it was first introduced. This little unit prevents pay table cheating. Here, the Electrical Products Company immediately won the acclaim of the coin machine industry for instantly producing a cure for a popular type game which was faced with serious thieving conditions.

The Electrolok continues to grow in popularity and operators all over the world are demanding that it appear in their pay tables so that they are insured against cheating. When the cheater pulls the plug from its socket, the table is immediately shut to further play, this is the action of the Electrolok.

It is also being used in diggers by many operators for prevention of this same kind of cheating.

The Adaptopak has become one of the marvels of the coin machine business. It naturally finds its greatest field in the musical instruments. Formerly operators were forced to purchase large, clumsy converters, or straight DC machines for DC locations. This meant either the expensive converter or the DC music machine were useless when the location petered out.

The Adaptopak changes DC to AC and its price is so low operators who have seen it have marveled at it.

With such impressive accomplishment in the coin machine industry, the introduction of standardization of all electromechanical equipment at this time by the Electrical Products Company is being looked forward to with great elation by the operators.

DAILY RACES DISTRIBUTED IN MINNESOTA BY H-G GAMES CO.

Chicago, Ill.—Culminating his trip to Chicago in order to get the real "low-down" on what's happening in the coin machine capital, Hy Greenstein, head of Hy-G Games Co., Minneapolis, placed his order for 200 Daily Races. Daily Races is the latest presentation of D. Gottlieb & Co.

"While visiting the Gottlieb plant," said Hy, "I put Daily Races through some real stiff tests and it came down the home stretch a winner. Operators are certainly going to have a cinch with this game. Once they place it all they have to do is come around and collect. No more time-wasting trips to replace batteries or fuses. Daily Races is equipped with Electropak which does away with batteries and it also has an automatic fuse which eliminates the replacement of fuses for the life of the machine. Cheating players will be sorry to learn that Daily Races is equipped with Electrolok, a part of the Electropak, which does away with cheating by pulling the plug from the electric socket."

"Not only are all the mechanical parts of Daily Races the finest of their kind but the playing action and beauty are really outstanding. The playing field is one of the most colorful I've ever seen and it has real race-track action."

MY WIFE CAUGHT ME

CONFESSIONS of an OPERATOR

Was my face red! My wife caught me making a collection on a BALLY DERBY! Watched me count nickels for twenty minutes. Didn't say a word. Just watched. Then, as I turned to give the merchant his commission . . . *"Well, I guess we can take that trip after all! And that new hat I wanted! And spring suit! And a lot more things I can't think of right now!"* Friends, if you want to convince the wife that business is rotten, don't let her catch you when you're digging down in the cash-box of a BALLY DERBY!

$566 in ONE WEEK

and the twelfth week at that!

$148 NET PROFIT!

Yes, the above "caught-in-the-act" story is an advertising idea—but the FIGURES ARE ACTUAL FACTS . . . reported by a Michigan operator. This BALLY DERBY machine, after three solid months of record-smashing profits, broke its own record by metering 11,320 nickels in one week! *And it's a Ticket Vendor Model at that* . . . and still going strong today! No wonder BALLY DERBY *was the one pre-Show machine that retained its popularity after the Show!* No wonder it continues a leading Bally best seller, regardless of how many new machines are announced! No wonder BALLY DERBY defies cut-price imitations and remains the most popular *Changing Odds 1-Shot Game* on the market, selling in tremendous volume long after the "bargain" copy has been forgotten! Collection figures like the above, reported from every part of the country, mean more to smart operators than all the "price talks" in the world! And, as a result, smart operators keep right on buying BALLY DERBY!

TURN THIS PAGE . . . SEE THIS THOROUGHBRED OF ONE-SHOTS!

READ ABOUT THOSE CHANGING ODDS . . . AND ORDER TODAY!

BALLY DERBY

GIANT PAYOUT OR TICKET GAME

with CHANGING ODDS

Manufactured under exclusive arrangement with Pac. Amus. Mfg. Co.

) IN. BY 24 IN.

1-SHOT PLAY
WITH CHANGING ODDS

Odds on ALL pockets automatically change EVERY TIME a coin is deposited! And players can't resist playing again and again, as they never know when the EASIEST HOLE ON THE BOARD WILL PAY TOP ODDS OF 30 TO ONE! The result is REPEAT PLAY by the hour! And on top of that the DAILY DOUBLE and BALLY PURSE pockets pay MYSTERY AWARDS of 50 cents to $1.50!

Cash in on this mighty Changing Odds feature! Rush your order today!

PAYOUT MODEL
$115.00
Check-Separator $5.00 Extra. balance C.O.D.,

TICKET MODEL
$123.00
One-third deposit with order, f.o.b. Chicago.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966)

BALLY MANUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILL.

Here Comes

BALLY BABY

WORLD'S *Smallest*
COUNTER GAME

BALLY BABY
1¢
AWARDS
FOR 3 OF A KIND
LUCKY STRIKE . . . 1 Pack
CAMEL . . . . . 1 Pack
CHESTERFIELD . . . 1 Pack
OLD GOLD . . . . . 2 Packs
PHILIP MORRIS . . . 4 Packs
SPUD . . . . . 10 Packs
TEN

ILLUSTRATION IS
ACTUAL SIZE
6 Inches by 5 Inches
7 Inches High

2 *popular games for the price of one!*

PENNY CIGARETTE GAME and NICKEL-DIME-QUARTER TRADE STIMULATOR

BALLY BABY
IS REALLY TWINS

OPERATE 2 WAYS
...PENNY CIGARETTE GAME
... 5-10-25 CENT TRADE STIMULATOR

Change Easily Made in 5 to 8 Minutes

A BABY in size . . . a giant in earning power, BALLY BABY answers the nation-wide demand for an extra small machine for small, crowded counters. Today, when merchants must find room for counter display racks by the dozens, merchandise cards, candy-racks, etc., BALLY BABY wins a welcome wherever you show it. Because BALLY BABY really "fits into the picture." And it pulls in the cash at a rate that will make you dizzy!

NEW "SPELL-AWARD" SYSTEM

For 1-cent play, BALLY BABY is equipped with Cigarette Reels in the actual colors of six popular packs, and awards are in cigarettes. For 5-10-25-cent play, reels carry letters and spell out T-W-O, T-E-N, T-W-E-N-T-Y, etc., indicating free games received by player. Both plans have a strong appeal and insure permanent profits to you, month after month.

- **ALL METAL CABINET**
- **JAM-PROOF COIN CHUTE**
- **LAST-COIN VISIBILITY**
- **SIMPLE MECHANISM**
- **LARGE CASH BOX**

Throw 50 or 100 in Your Car . . . Place Them All in One Day . . . Watch the Cash Roll in!

PRICE ONLY $17.50

COMPLETE with extra Reels, Award Cards and Coin-Chute Caps, providing 2 MACHINES FOR THE PRICE OF 1. One-third with order, balance C.O.D., f.o.b. Chicago.

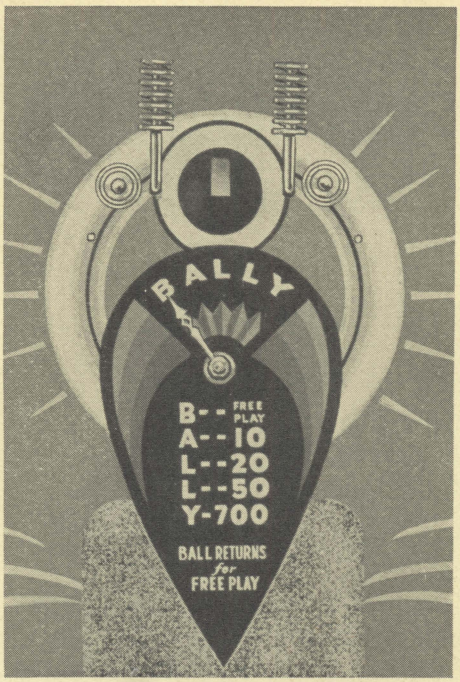
Get the Jump on Competition! Order Today!

BALLY MANUFACTURING CO.

2640 Belmont Ave. **Chicago, Ill.**

ELECTRIC BALLY HOLE

1 TO 4 FREE PLAYS PER GAME



1 TO 4 SEPARATE PAYOUTS PER GAME

$7.00 GOLD AWARD

THIS revolutionary "top o' the board" feature combines the fascination of the old-time Ballyhole—the sweet satisfaction of Progressive Awards—the suspense of "try-again" Free Plays—and the thrill supreme of a Gold Award!

Shoot the ball into the Ballyhole and—click!—the clock-hand automatically moves ahead—spelling out B-A-L-L-Y—with a separate, increasing award for each letter! Ball returns for Free Play every time, enabling skillful player to swing the clock-hand all the way to "Y"—when a shower of coins and a special Gold Award come tumbling out—a **TOTAL** of $7.00!

Consider the **REPEAT PLAY** appeal of this amazing feature—plus the **ODDS-BOOSTER LIGHTS**, described on other side of circular—and you'll understand why **PEERLESS** is netting $100 and more a week on locations from coast to coast!

A FEW TYPICAL COLLECTION REPORTS

"My end for 5 days on PEERLESS $76.60." H. K. L., LOUISIANA.

"Can't kick on PEERLESS. My profit first 10 days $157." J. L. C., TEXAS.

"Sure satisfied with PEERLESS. Have 3, each netting $5 to $15 day after day." F. K., NEW YORK.

"PEERLESS has everything backed to the wall." L. M., IOWA.

Get Your Share! Rush Your Order Today!

PAYOUT $115 **TICKET** $125

Check Separator $5.00 Extra. One-third with order, balance C. O. D., f. o. b. Chicago.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

BALLY MANUFACTURING CO.

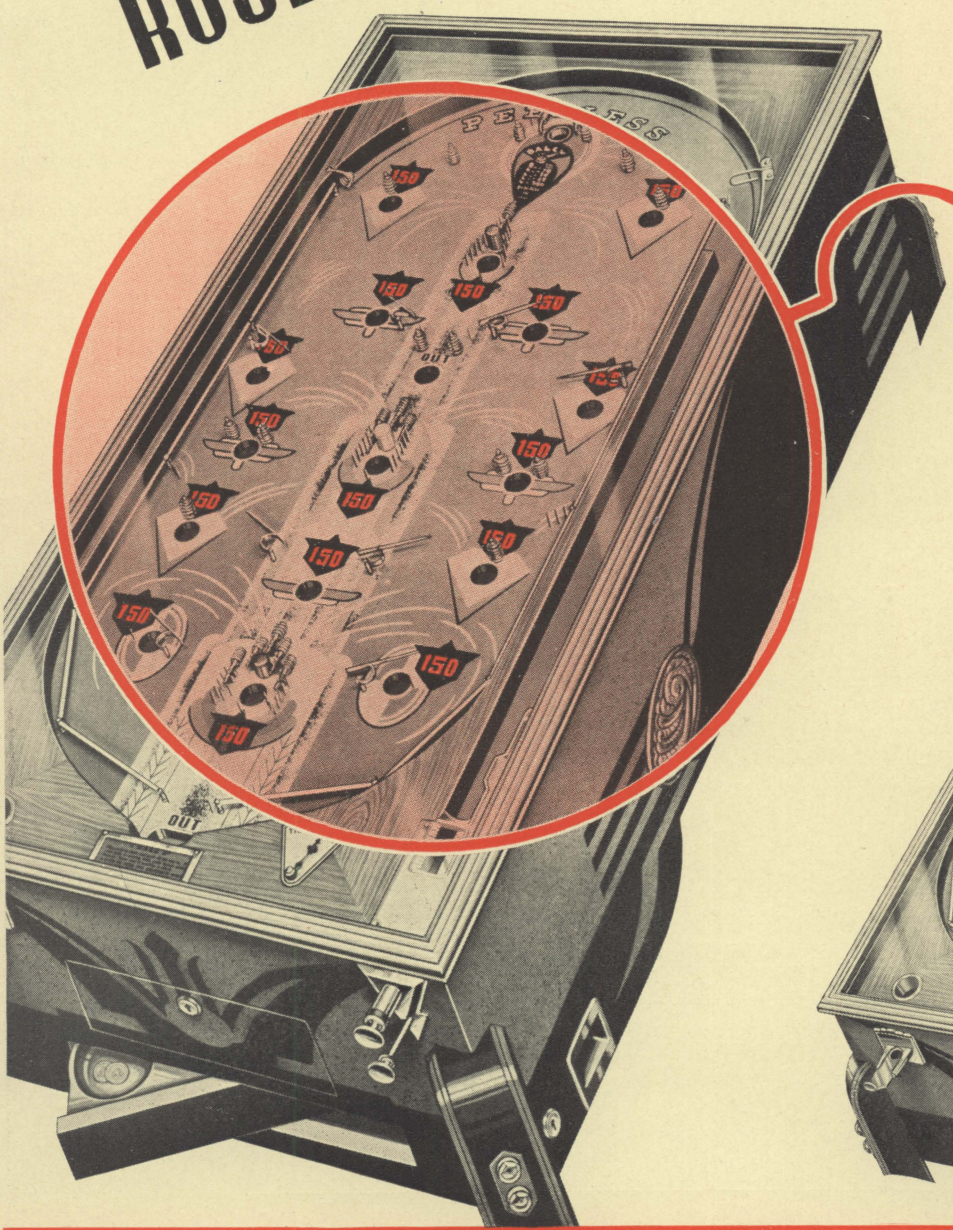
2640 BELMONT AVE. CHICAGO, ILL.

Everybody wears

ROSE-COLORED SPECS

and everybody sees

SIXTEEN $1.50 POCKETS ON PEERLESS

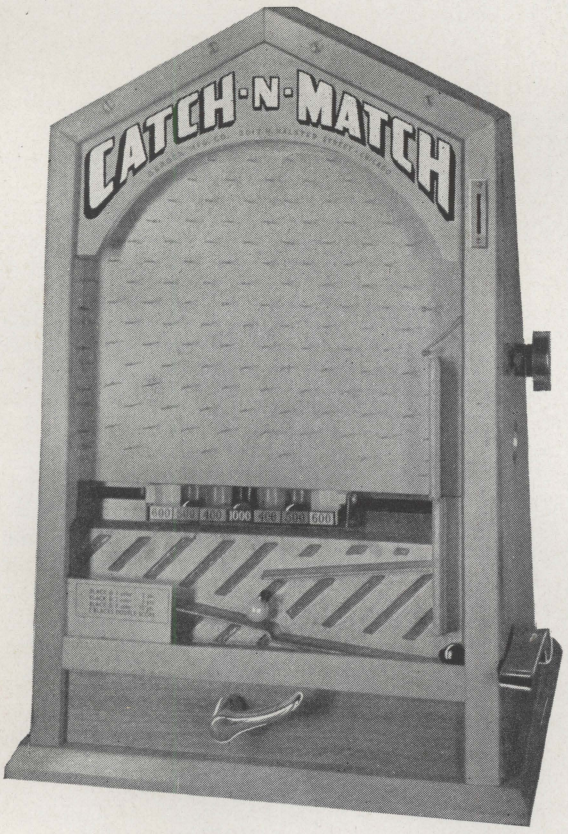


1-BALL PLAY
AUTOMATIC PAYOUT
OR TICKET VENDOR
50 IN. BY 26 IN.

WHAT! SIXTEEN $1.50 POCKETS on one board? Yes—when the **BIG BOOSTER LIGHT** is lit! Three brilliant lights flash every time a coin is deposited—and, if one of the lights remains lit, **ANY AND ALL POCKETS ON THE BOARD** pay $1.50, $1.00 or 50 cents, depending on which light is lit!

Every player sees every pocket as a potential $1.50 winner—and they play and play by the hour—because they never know when they'll "catch a light" and collect one of those big magnified awards

TURN PAGE FOR OTHER GREAT **PEERLESS** FEATURE



AT LAST! A SKILL COUNTER GAME!

CATCH-N-MATCH

1c OR 5c PLAY—LAST COIN VISIBLE

Object of game is to skillfully manipulate front lever to catch the 5 marbles in the same colored bottom pockets. A thrilling game of skill! A marvelous money-maker!

SIZE:	ONLY	
Height 18 Inches Width 12 Inches Depth 9 Inches Shipping Weight 14 Lbs.	$12.50 Each Any Quantity	No Batteries! No Service Calls! Simple Construction! Mechanically Perfect!

Terms: ⅓ Deposit With Order, Balance C.O.D.

D. ROBBINS & COMPANY

Exclusive Eastern Distributors

1141-W De Kalb Ave. BROOKLYN, N. Y.

"I WANT TO BE A BIG OPERATOR SOME DAY!"

(Continued from Page 47)

Work twice as hard as you would if you were not your own boss! Again, I may appear to speak crudely. The fact is, however, that operators are in a business with great temptation to waste time in one way or another. I know operators who have made ordinary successes, who, all their lives, have wasted, I would say, at least 30 per cent of their time. If that time had been put in at business, they would have been whirlwind successes.

It is poor management, I admit, for an operator to do a great deal of menial work which he could hire done for small amounts. I am talking of the man who goes off to the ball game when he could be out in the Washington Park district, smoothing out some location situations which need attention, or concentrating in his office on an analysis of receipts.

The easy-money boy may get away with things for a while, but, over a period of years, he usually does a beautiful fade-out, while the "fool for work" becomes a "capitalist."

Learn how to develop trustworthy assistants. Who hasn't heard an operator say something like this—

"No, I stop at the Erie county line. There's some good territory down south of it, but I couldn't possibly work it myself. I'd have to have an assistant, and, you know how it is—good men simply aren't to be had!"

Of course, this philosophy is expressed a million times every year by small business men. One of the reasons they never become "big shots" is because they never tackle the problem of training assistants. There are millions of men out of work right now, and in that number, right in the operator's state and county, are sure to be not one or two, but a considerable number of men who are eligible for that post of confidence. Sure, the operator has to learn how to develop assistants. He may have some grief in the process—but he can master the thing, and go on down south of the Erie county line, and keep right on going!

The operator's equipment policy must be right. There is a slang expression which has been used so much that the flavor is out of it. Actually, it is an extremely apt saying. I refer to the phrase, "behind the times."

Conditions are changing constantly in every business. The man who doesn't keep up with changes, gets "behind the times," slips fast. If he holds his own, he advances little or none at all.

The coin machine industry is one which benefits from the persistent and wide-spread research and inventive activities of a group of progressive manufacturers. In this mechanical age, new inventions are constantly being made. With the operator's problems in mind, manufacturers are constantly designing and devising new equipment which will have far greater appeal, and in this, and other respects, improved profit possibilities.

Some of the most successful operators I know have violated one or more of the rules I have just given, but, nevertheless, have made big money. Time and again, investigation shows the reason to be their "new machine sense." They followed the advertising pages of AUTOMATIC WORLD with the eyes of hawks. They always had time to look at the new things—to discuss latest offerings with the sales representative, to put problems up to the latter.

The most successful operating system will allow for constant introduction of new machines. It will figure a fast write-off on investment. In the same way that the merchant who is constantly offering new goods gets the public support, so the coin machine operator who constantly brings along new machines finds it easy to keep his locations happy, and to get new ones.

Twenty Good Records For Your Phonos

The following ten Brunswick records and ten Vocalion discs are good numbers for your phonographs. Try them in your various locations.

Brunswick

7621—"My Heart Is Keeping Company" and "Goody, Goody." Freddy Martin and orchestra.

7615—"Don't Count Your Kisses" and "I'm Gonna Clap My Hands." Ozzie Nelson and orchestra.

7614 — "Wah-Hoo" and "Yours Truly Is Truly Yours." Leo Reisman and orchestra.

7610—"I'd Rather Lead a Band" and "I'm Building Up to an Awful Letdown." Johnny Green and orchestra.

7609—"I'm Putting All My Eggs in One Basket" and "We Saw the Sea." Johnny Green and orchestra.

7608—"Let's Face the Music and Dance" and "Let Yourself Go." Johnny Green and orchestra.

7607—"But Where Are You?" and "Get Thee Behind Me, Satan." Ozzie Nelson and orchestra.

7601—"I'm Gonna Sit Right Down and Write Myself a Letter" and "The Bride Comes Home." Hal Kemp and orchestra.

7597—"Cling to Me" and "Gotta Go to Work Again." Ozzie Nelson and orchestra.

7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.

Vocalion

3171—"Nickel in the Slot" and "Swing, Brother, Swing." Wingy Mannone and orchestra.

3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and Onyx Club Boys.

3169—"I'se a Muggin'" and "I'se a Muggin' Musical Numbers Game." Stuff Smith and Onxy Club Boys.

3159—"Ol' Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.

3158—"The Broken Record" and "Rhythm in My Nursery Rhymes." Wingy Mannone and orchestra.

3160 — "Four-String Joe" and "Penn Beach Blues." Joe Venuti and his Blue Four Ditto.

3151—"How Many Times?" and "Sadie Green." Roy Newman and his Boys.

3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and his boys.

3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and orchestra.

3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.

BROOKLYN, N. Y.
Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on New Machines

SUBSCRIPTION BLANK

Automatic World
P. O. Box 765,
Fort Worth, Texas.

$1.00 for 15 Months
$2.00 for 3 Years

Enclosed find ..... Dollar(s) for ..... years subscription to your magazine.

Name .....

Address .....

City or Town ..... State .....

Operator ..... Jobber ..... Manufacturer .....

.....

CALIFORNIA NEWS NOTES

San Diego—Police snapped padlocks on equipment and midway concessions not meeting with their approval at the big San Diego fair. Some types of marble games and race horse machines were included.

San Francisco—The Board of Equalization is causing no little trouble in these parts, due to the fact that they are strictly against any coin-operated marble game being placed in any place where liquor is sold. The sting created by the board is being felt all over California.

Los Angeles—Music operators are enjoying a nice business in this city and surrounding territory. Hundreds of new instruments are being placed on location every month.

Burbank—Operator A. W. Thorne of Burbank, was successful in his effort to explain to Mayor Tillson and members of the council that marble games are legal.

HOT DOGGITY

School Inspector: "I have a brother in South America, one in Australia, one in Turkey, and another in New York. My grandmother was 96 when she died and my great uncle ran a postoffice. Now, can anybody tell me from this how old I am?" Following a period of silence a boy put up his hand. Inspector: "Well my boy, can you tell me how old I am?" Boy: "Yes, sir, you're 46." Inspector: "Well, that's marvelous. I am 46. How did you work it out?" Boy: "Well, I have a brother 23, and he's half crazy."

WHAT DO YOU THINK OF THIS, OPS?

The smallest star yet discovered, measuring only 4,000 miles across, weighs 620 tons per cubic inch, is enveloped in an atmosphere only 12 feet thick, and has a gravity pull about 400,000 times stronger than the earth's.

VIKING SPECIALTY CO.
632-634 POLK STREET
SAN FRANCISCO
Jobbers Exclusively
Send 15c in stamps for the most complete vending machine catalogue ever compiled.

PAYOUTS WELL RECEIVED

Chicago—The samples of Chicago Coin Corporation's payout games which were recently shipped to jobbers and distributors have had an enthusiastic reception, according to reports. Telegrams and phone calls have been pouring into the sales manager's desk at the Chicago Coin firm congratulating them on the cleverness and appeal of all three payouts.

One jobber reports that location tests have proved Big Casino to be one of the most profitable games he has ever received. He further states that he is putting Track Odds and Super Eight in test locations and will have a report on them next week.

Officials of the Chicago Coin firm announce that several choice territories are open to jobbers and distributors for distribution of their payout games.

F. C. EWING CO.
Southwest Distributor
Columbus Vending Machines
1030 Stayton St.—P. O. Box 851
Phone 2-5288 FORT WORTH, TEX.

NEW FIRM TO DISTRIBUTE SNACKS VENDING MACHINE

St. Louis.—Carl F. Trippe, of the Ideal Novelty Company, and Dan Baum, of the Baum Novelty Company, both of this city, have formed a new company which is called the Snacks Company of St. Louis. The new firm has offices at the Ideal Novelty Company headquarters located at 1518 Market street and has been awarded the distributorship in Southern Illinois and Missouri for the new Snacks merchandising machine.

Trippe and Baum are both high in their praise of the new machine, from the standpoint of its earning power, beauty and appeal.

GETS THREE STATES FOR PENNY CIGARET VENDER

Chicago—M. & A. Vending Company, owned and operated by Julius Mohill, has been appointed distributor in the states of Illinois, Indiana and Michigan for the Smok-a-Taire cigaret vending machine made by General Metal Products Company, St. Louis.

TAX IN UTAH

Provo, Utah.—A resolution calling for a $1.00 monthly tax on marble and other amusement machines is now before the city commissioners. Such a tax, Mayor Mark Anderson estimates, would bring in a monthly revenue of $750.

MORE TRUTH THAN PHALOONEY

Specialist: "Could you pay for an operation if I thought one was necessary?"

Patient: "Would you find one necessary if I couldn't pay for it?"

"Don't you find writing a thankless job?"

"On the contrary, everything I write is returned to me with thanks."

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

CASH FOR
CRUSADERS, BOWL LITE-A-LINES, MAJOR LEAGUES AND OTHERS
GEORGE A, BURY
HAMLIN, TEXAS

ADVERTISERS NOTICE—

Advertising Forms for April Issue will Start Closing on April 15th. Last Forms will Close Promptly on April 20th., Inserts Must be in our Hands on April 23rd.

AUTOMATIC WORLD
120 St. Louis Ave. FORT WORTH, TEXAS

4 CENTS A WORD

WANT ADS

CASH WITH COPY

PENNY PACKS, $12.50; TIT-TAT-TOE, USED one week, $15.50; Mills 5c F. Jackpot Vender Escalator, $34.50; Mills 1c Jackpot Vender, $19.50; Duchess 5c Vender, $27.50; Duchess 1c Vender, $22.50; Little Duke Triple Jackpot Vender, $22.50 Little Duke Double Jackpot Vender, $15.50. Many other bargains in table and counter games. Also jackpot regulators for ten and twenty stop reels, 75c each, $7 a dozen. Miller Novelty Co., 1203 West Second Street, Box No. 826, Oklahoma City, Okla.

OPERATORS' NOTICE—FAST MOVING 600 Hole 2c Fishing Knife Salesboard, 10½ by 12¾. What a flash! Pay merchant 40 percent, net to operator, $7.20. Sells out over night. Also same board with six pen-pencil sets, both $2.90 each to operators, in lots of six prepaid. Order sample of each or six assorted and save express. Money refunded if not satisfied. Lindsay Sales Co., 102 Tuloma Bldg., Tulsa, Okla.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machine, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.
(Reg.)

BARGAINS LIKE BRAND NEW. JUMBOS, $50; Prospectors, $45; Pamco Parlays, $70; Bally Derbys, $70. Latest models Bally Rambler, $75; Paces Races, $290; Golden Harvest, $70; Rock-Ola 46, $45. Every machine guaranteed perfect. Large supply of other machines at lowest prices. Write for complete price list. Charles Pittle. New Bedford, Mass.

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically. 2,500 names, $5; 5,000 names, $9; 7,500 names, $12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.
(Reg.)

TRY SOUTHERN BEECHNUTS FOR YOUR vending machines. They're different. They're delicious. 1700 to the pound. Ten pounds $2.50. Twenty-five pounds, $5.50. Hundred pounds, $19. Cash with order. Interstate Supply Service, 211-213 First Avenue North, Minneapolis, Minn.
(Apr.)

ATTENTION MANUFACTURERS — SCREW Machine Products. We machine all materials, Steel, Brass, Aluminum, Fibre, Rubber, Bakelite, Catlin, Celluloid, etc. We can assure prompt service. Let us quote on your requirements. Redmer Sons Co., 654 West Lake St., Chicago, Ill.

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. $1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. **(Reg.)**

WE CARRY A COMPLETE LINE OF ALL the latest floor and counter machines. Big variety of late-model machines at low prices. List mailed weekly. Marion Company, 564 West Douglas, Wichita, Kan. (Reg.)

DUE TO SHUTDOWN, WILL SACRIFICE: Automatic payout tables, all kinds. Wire your wants and prices you want to pay. Miller Novelty Company, 1203 West Second Street, Box No. 826, Oklahoma City, Okla.

WANTED TO PURCHASE: USED PENNY peanut machines in good mechanical condition. Advise kind, price, and quantity. Southern Confection Co., P. O. Box 1432, Memphis, Tenn.

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

WE BUY ANYTHING IF THE PRICE IS right. Slot Machines, one-ball tables, phonographs, etc. Charles Pittle, New Bedford, Mass.

COINS, INDIAN RELICS, BEADWORK, Minerals, Books, Curios, Catalogue 5c. Indian Museum, Northbranch, Kansas.

TRY
an Automatic World Want Ad
Results Assured

Index to Advertisers

A
Amco, Inc. 5
Advance Machine Co. 20
American Chewing Products Co. 58

B
Chas. A. Brewer & Sons 25
Bally Mfg. Co. 14-15-21-22-23-24
Bally Mfg. Co. ..... 40-A—40-B—40-C—40-D
Boyle Amusement Co. 47

D
Daniels, M. T. 33

E
Ewing, F. C. 30-31-17-20

F
Folsom & Brown 11-27

G
Gentilich Dist. Co. 43

I
Illinois Lock Co. 25
International Mutoscope Reel Co. 17

L
Little Nut Vendor Co. 40

M
Michael, Wm. Co. 36
Miller Novelty Co. 18
Mills Novelty Co. 1-2-3-4-5-6

N
Norris Mfg. Co. 19

O
Ohio Vending Machine Co. 16

P
P. & M. Amusement Co. 26
Permo Products Corp. 35
Plaza Hotel 40
Penny King System 11

R
Reynolds, Earl 29-37-39-13
Robbins, D. & Co. 42-58-55

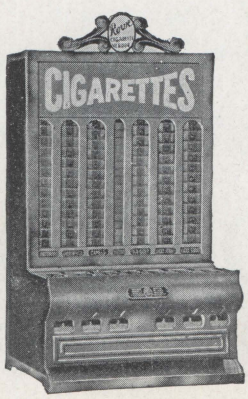
S
Supreme Products Co. 32-16
Sherman Hotel 34
Stoner Corp. 8-9
South Coast Amusement Co. 10
Standard Transformer Corp. 41
Seeburg Corp. 44-45
Supreme Vending Co. 56

T
Turner, L. E. 33
Trimount Coin Machine Co. 6-7

V
Viking Specialty Co. 56

W
Welbourn Hotel 38

BALL GUM
ALL SIZES FLAVOR THRU and THRU PERFECTLY ROUND
Watta Polish
Protective Packing
NEWARK N.J.
AMERICAN CHEWING 128 Mt. Pleasant



M-A-R-V-E-L-O-U-S BUYS
If You Act Promptly!
500 RECONDITIONED CIGARETTE MACHINES
Look and Operate Like New
WRITE OR WIRE FOR PRICES TODAY!
D. ROBBINS & CO.
1141 DeKALB Ave. — BROOKLYN, N.Y.

Genco's SILVER CUP

NO LARGER PAYOUT TABLE MADE--50" x 26"

A New Combination Ticket-Payout Table

ORDER YOURS AT ONCE !

Here's a payout that absolutely wows 'em on location! It looks SO darn easy to beat that the players can't leave SILVER CUP alone for a minute. SILVER CUP is a super-colossal sized two ball payout ticket game. There are ten big saucer type holes on the board—the player shoots the huge 1½ inch balls. Any two holes of the same color is a winner.

AND IT'S MADE WITH GENCO'S OWN PERFECTED TICKET-PAYOUT UNIT!

MARVELOUSLY LOW PRICED!

A WONDER VALUE AT

$99.50

F. O. B. Chicago

GENCO, Inc.

2625 N. ASHLAND
CHICAGO, ILL.

Made by Genco — so it MUST be good!

New MYSTERY TICKET TAPE WITH STEP-UP PUNCH BOARD for *Punchette*!

JACKPOT PAYS $5.00, $7.50, $10.00, $15.00, $25.00
JACKPOT ROW
Ticket reading "JACKPOT" Receives Punch in Jackpot Row
MYSTERY ROW PAYS $0. $1.00, $2.50, $5.00 or JACKPOT
MYSTERY ROW
Tickets reading "MYSTERY" Receive Punch in Mystery Row
10 IN TRADE
20 IN TRADE
25 IN TRADE
Punchette
A GROETCHEN PRODUCT

$21.00 COMPLETE

TRIED-TESTED AND PROVEN O.K.!

EARNS REMARKABLE PROFITS FOR PUNCHETTE

A NEW DEVELOPMENT . . . already tested, destined to multiply your profits, to give you quicker and faster play from your "Punchettes" . . . AN INNOVATION which will gain even greater Player Friendship for this trim Counter game!

ADDED PLAYER APPEAL—TRIPLES THE PLAY!

Watch the expression on a player's face as his eyes light on that Jackpot Row, offering up to $25.00 reward on a nickel! His enthusiasm will increase as small 10c or 25c winners keep his appetite whetted for those occasional "MYSTERY" TICKETS. Hearts beat faster when a "MYSTERY" TICKET pops out of the "Punchette" Machine . . . Now the fun has only begun!

Even the storekeeper shares in the excitement as he removes the protective celluloid cover and permits the player to select one punch among the fifty offered in the two "MYSTERY" rows.

Suspense—Tension—Expectation . . . Will it be a $1.00 or a $5.00 ticket; that elusive *one* and *only* Jackpot ticket or just one of the many 50c awards? Picture the triumph of having located the Jackpot ticket! It's a mighty difficult decision for the player to decide which Jackpot hole to punch; a $25.00 ticket means a free treat for the whole Gang. There it goes . . . it's a $7.50—not bad considering it could have been just a $5.00.

PUNCHETTE IS NOW MORE PROFITABLE THAN EVER!

HIGHLIGHTS OF THE NEW PUNCHETTE INNOVATION

1. Mystery ticket tape comes assembled in units of 1100 or 2200 punches. 2200 Hole Tape contains 30 Mystery Tickets, which entitle the player to punch in the Mystery Rows of the Step-up Punchboard.
2. Mystery Type Ticket Tape shows numbers only on its reverse side. Certain of these numbers are indicated as winners on the reward card and pay 10c, 20c, and 25c.
3. 2200 Hole Tape takes in $110.00, pays out $68.00, leaves $42.00 to split.
4. Cheatproof tickets on tape and on Step-up Board.
5. Step-up Punchboard can be detached from Machine and kept behind counter if desired.

Exclusive Distributors for Texas--Oklahoma

FISHER BROWN

2702-4 ROSS AVE., DALLAS TEXAS